



**Cabinet
announcements
set to transform
the region**

**Feature focus:
Capable People;
developing the needs
of our region's growing
population**

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Cover image courtesy Mia Lacy



Peel Development Commission

45 Mandurah Terrace (PO Box 543)
Mandurah Western Australia 6210

Phone: (08) 9535 4140

Fax: (08) 9535 2119

Email: peel@peel.wa.gov.au

www.peel.wa.gov.au

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Peel Development Commission Board

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Mr John Erren	Prof Andrew Taggart
Cr Christine Germain	Mayor Marina Vergone
Ms Maree Gooch	

Peel Development Commission Staff

Norman Baker	Chief Executive Officer E norman.baker@peel.wa.gov.au
David Arkwright	Manager Policy and Planning E david.arkwright@peel.wa.gov.au
Kelvin Barr	Principal Officer, Economic and Regional Development E kelvin.barr@peel.wa.gov.au
Maureen Barr	Administration Officer E maureen.barr@peel.wa.gov.au
Kathleen Butler	Finance and Administration Officer E kathleen.butler@peel.wa.gov.au
Janine Hatch	Principal Officer, Economic and Regional Development E janine.hatch@peel.wa.gov.au
Terina Henry	School Based Trainee E terina.henry@peel.wa.gov.au
Louise Hodges	Executive Officer E louise.hodges@peel.wa.gov.au
Simone Hutton	Grants and Projects Officer E simone.hutton@peel.wa.gov.au
Pip Kirby	Principal Officer, Economic and Regional Development E pip.kirby@peel.wa.gov.au
Mia Lacy	Corporate Communications Co-ordinator E communications@peel.wa.gov.au
Victor Smith	Corporate Services Manager E victor.smith@peel.wa.gov.au
Larissa Stacy	Finance and Administration Officer E larissa.stacy@peel.wa.gov.au
Kristie Tonkin	Principal Consultant Industry, Skills and Regional Capability E kristie.tonkin@peel.wa.gov.au

Publisher

Peel Development Commission

Editor

Melissa Worthington corkandcheese marketing + public relations

Graphic Designer

Josephine Eynaud Redtail Graphic Design

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



"Transform Peel will be a true game changer — a hub for employment and innovation providing an integrated approach to building regional resilience."

I'm pleased to welcome you to the third edition of *Peel* magazine. This is a particularly exciting time for the Peel Development Commission as we see our vision for a progressive, prosperous and dynamic region become a closer reality with Premier Colin Barnett's announcement of the long envisaged Transform Peel project.

Comprising the Peel Business Park, Peel Food Zone and Peel Integrated Water Initiative, Transform Peel presents the highest value opportunity to transform the region and create an environment conducive to living, working and investing in 21st century Western Australia.

As the name says, it will effectively transform the entire Peel and take us through to 2050. Transform Peel will be a true game changer: a hub for employment and innovation providing an integrated approach to building regional resilience.

The Peel Development Commission has been the lead agency on the proposed regional business park which has morphed into Transform Peel through several stages over several years. It is extremely gratifying to see this major announcement, which will do so much for the entire region, made at the Regional Cabinet Meeting held here in early April.

Following on from the very successful launch of the *Peel Regional Investment Blueprint; Vision 2050*, we have just completed our *Strategic Plan 2016-19*.

The Peel Development Commission's *Strategic Plan 2016-19* is based on our knowledge of the region's aspirations for the future, our application of best practice in regional development, and our focus on delivering outcomes today that will best position the region for a strong future.

In light of the recent devastating fires in the Waroona, Hamel, Preston Beach and Yarloop districts, it is all the more important to come together with a clear vision of the future for our region.

I have the utmost admiration for the residents who harnessed their networks, pulled together support services, and reached out selflessly to the needs of other people first.

> Did you know?

Its estimated that more than 3.5 million people will live in the Perth and Peel regions by 2050.



I first visited the bushfire devastated areas in January with the Commission's CEO Norman Baker. We have since followed up this visit with our February Board meeting which was held at the Shire of Waroona's Council Chambers and attended by invited special guest Andrew Hastie, MP for Canning.

The primary consideration must continue to be the support required at all levels to re-establish infrastructure, training, education and boost economic development.

The health and wellbeing of the people of the Waroona, Hamel, Preston Beach and Yarloop areas are very much in the forefront of our minds as we continue the journey together to recover, restore and reconnect this community.

Paul Fitzpatrick

**Chairman
Peel Development Commission**

CEO's Management Report




I look forward to working with the leaders within the region and beyond, to implement this Blueprint and see the vision become a reality.

In mid-December we also submitted the business case for the Transform Peel: Nambeelup Business Park to the Department of Regional Development. This under went final due diligence checks and was submitted to Cabinet for approval. This is a significant body of work and I'd like to thank our partners – the City of Mandurah, the Shire of Murray and LandCorp for assisting in finalising the business case.

In addition to the Blueprint launch and Transform Peel business case, Commission staff continue to work on a number of projects including aged care facilities, tourism, secure housing, agriculture and workforce development initiatives.

To all of our friends in Waroona, Yarloop and surrounds, our thoughts are with you during what have been difficult times.

This magazine continues to remind me of the natural wonders, business success stories and great people who are living and working within the region. I hope you enjoy this edition of the *Peel Magazine* and find it as informative and inspiring as I do. 

Norman Baker

**Chief Executive Officer
Peel Development Commission**



Norman Baker, Commission CEO, Hon. Terry Redman and Commission Chairman Paul Fitzpatrick at the official launch of the Peel Regional Investment Blueprint.

The last few months of 2015 were a blur for Commission staff. Project and/or grant acquittals and reconciliations were being processed, final Board meetings for the year were held, and project stakeholder groups were still being held.

Of course, the biggest and most time consuming event for all of us was the finalisation and launch of the *Peel Regional Investment Blueprint* on December 17 2015 at the Sebel Mandurah. With over 120 regional leaders attending, including the Deputy Premier Dr Kim Hames MLA, the Minister for Regional Development Terry Redman MLA and a host of other luminaries, the event was a huge success. More importantly, the Commission was able to convey a shared vision for economic and social prosperity for the Peel region out to the year 2050.

Welcome to the summer/autumn edition of the *Peel Magazine*. The last few months have absolutely flown by but I would like to take this opportunity to wish all readers a happy, prosperous and safe 2016.

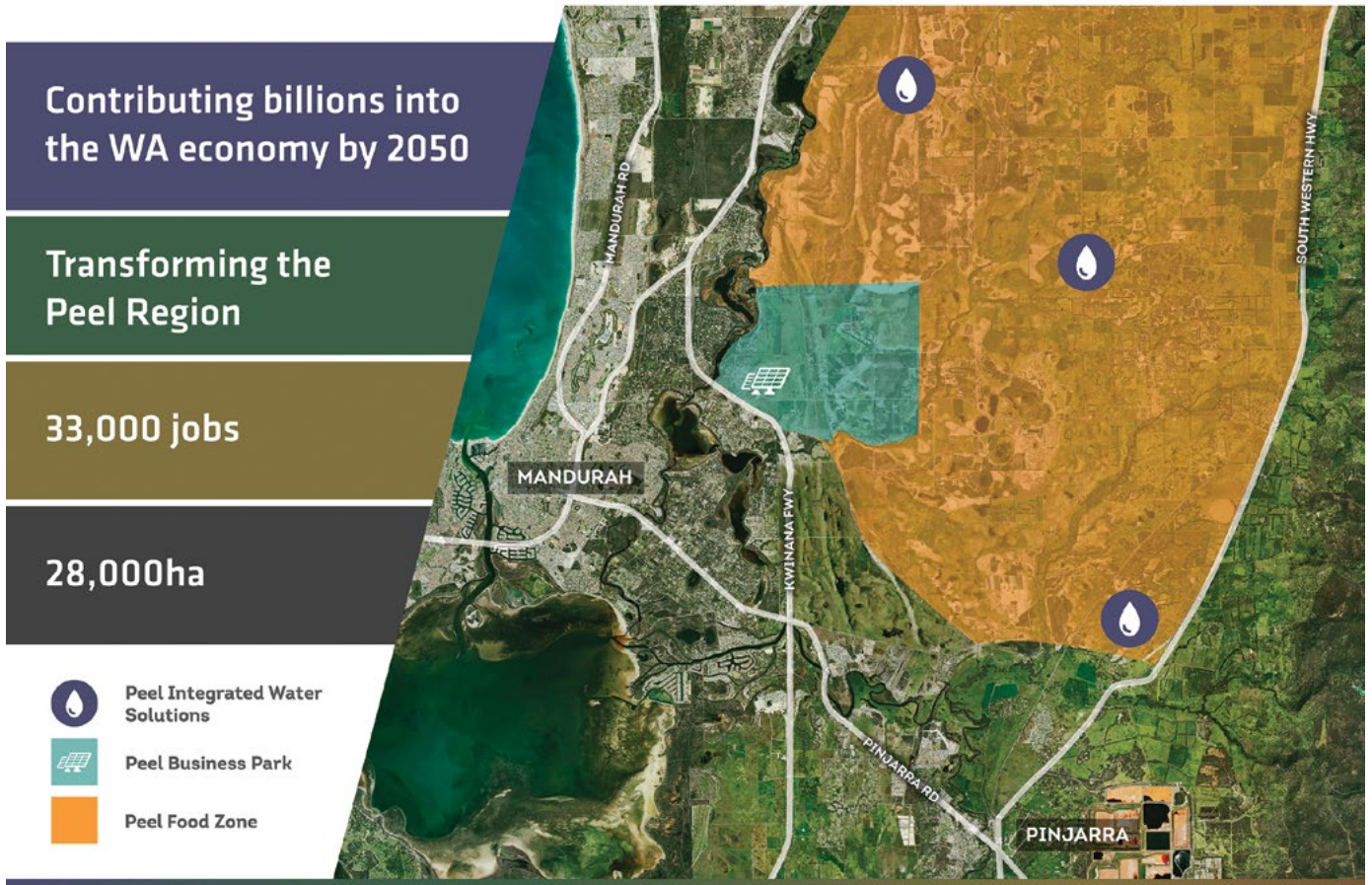


Game changer project **set to transform Peel**

WORDS & IMAGES | Peel Development Commission

The multi-million dollar Transform Peel project announced this month by Premier Colin Barnett is a visionary project that will be a game changer for the Peel region according to Paul Fitzpatrick, Chairman of the Peel Development Commission.

TRANSFORM PEEL





“Transform Peel will be a true game changer: a hub for employment and innovation providing an integrated approach to building regional resilience. As the name says, it will effectively transform the entire Peel and take us through to 2050,” said Paul Fitzpatrick.

Transform Peel comprises three integrated and strategic projects: a 28,000 hectare Peel Food Zone, a 1.000 hectare Peel Business Park and an Integrated Water Resource Solution.

The State Government’s investment of \$49.3 million via Royalties for Regions will be augmented with private capital investment estimated to be \$2.5 billion by 2050. Transform Peel is projected to generate more than \$1.8 billion in export earnings over the next three decades culminating in \$16.2 billion per annum economic output by 2050.

At media conference that took place on April 4 2016 adjacent to the City of Mandurah Council Chambers, Premier Barnett announced the multi-million Phase 1 activation which will see the creation of services for 290 hectares of the business park, research into water initiatives and planning for the food zone.

“As we researched and developed the business case for Transform Peel, we grew confident that the State Government would share our vision for this hub for employment and innovation. We are looking forward to working with LandCorp and other agencies to enable Phase 1,” said Paul Fitzpatrick.

“Transform Peel is an ambitious project – the focus on sustainable food and water supplies for the region differentiate it from anything previously conceived. Along with its vast economic opportunities, the Peel Food Zone and Integrated Water Initiative will provide sustainable food and water supplies for the entire community for generations.”



Mr Fitzpatrick said Transform Peel will combine the very best of public and private sector knowledge and investment in people and capital to deliver economic, community and environmental benefits over future decades.

“The Peel Development Commission has a clear mandate to support the Peel region’s growth. Transform Peel will be a catalyst for major investment and employment that will give more people an opportunity to live in a region that offers the best of both worlds – a relaxed coastal lifestyle close to Perth and the South West. The 33,000 jobs that the Transform Peel initiative will help to create will be as varied as the people that choose to live in the region,” he said.

“Initially there be transactional, development, and building opportunities and these will grow into retail, office and skilled jobs. With the development of the technology campus at Peel Business Park, researchers, technicians and innovators will be in demand. I am confident the projects will trigger

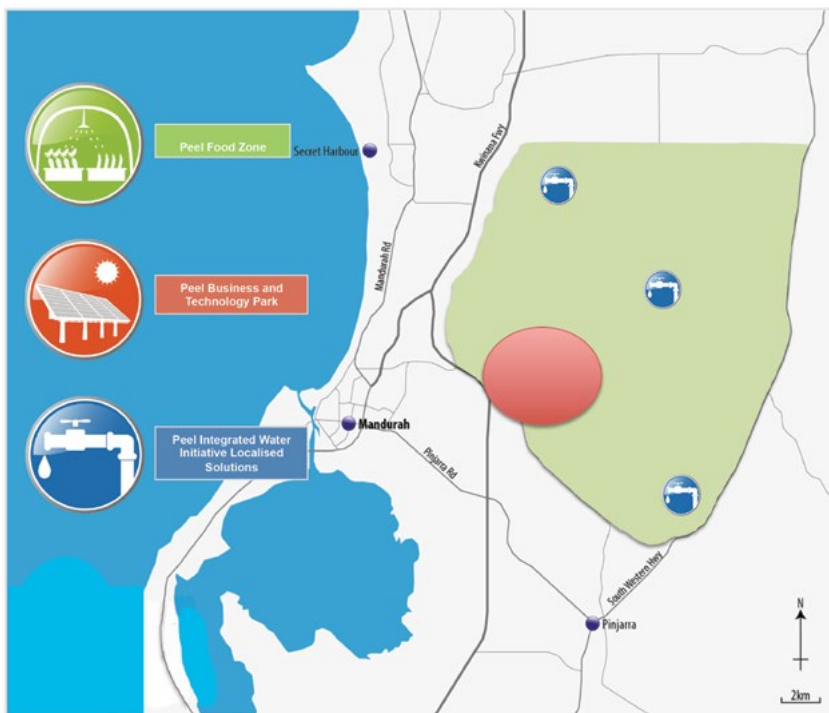


Figure 1 Transform Peel precinct.
Source: Peel Development Commission



The program will deliver sustainable food and water supplies for the entire community for generations.

further development and growth which will support our children and their children."

Mr Fitzpatrick said the Peel Development Commission will continue to work on behalf of the State Government, through the Royalties for Regions program, to encourage prosperity and build strong and resilient communities in the Peel region.

Transform Peel is an overarching strategy developed by the State Government through the Peel Development Commission; the Departments of Regional Development, Water and Agriculture & Food; and LandCorp, in partnership with the City of Mandurah, Shire of Murray, CSIRO and Peel-Harvey Catchment Council.

MORE INFORMATION

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



33,000
local jobs across
diverse sectors.



33,000 local jobs across diverse sectors

\$16.2 billion per annum economic output by 2050

Multi-million Phase 1 activation launches

What is Transform Peel?

Transform Peel is a program of integrated and complex, multi-faceted projects that will over the next 35 years result in significant economic development in the Peel Region. Transform Peel comprises three main sub-projects – the Business Park Nambeelup, the Peel Food Zone and the Peel Integrated Water Initiative.

Stage 1 of Transform Peel is about the "activation" of the program over the next four/five years, with State government facilitating this process and bringing the initiative

to the point where private sector investment can drive the program into the future.

Transform Peel responds to some very important State imperatives including diversifying the economy, and improving the States competitiveness and fiscal sustainability.

Transform Peel also responds to number of regional and Metropolitan imperatives, including the need to expand the Peel's economy to meet the needs of population that will expand from its current 130,000 to 440,000 by



The focus on sustainable food and water supplies for the region differentiate it from anything previously conceived.

2050, the need to achieve better environmental outcomes for the Peel Harvey Catchment and Estuary system, and the need for the Metropolitan region to secure food production (and nutrition) with shorter and more secure supply chains for its rapidly growing population.

What is the cost of Transform Peel?

The overall cost to the State Government of “activating” Transform Peel is estimated at \$68.8 million, following which it is expected that private sector investment will drive the program into the future.

Modelling suggests that upwards of \$3 billion worth of private sector investment into land and buildings will follow in the next 35 years.

Government will make available its funding in two tranches – a first tranche of \$49.3 million to get key infrastructure into the Business Park and undertake design of the Peel Food Zone and Peel Integrated water Initiative, and a second tranche of up to \$19.5 million to implement the Peel Food Zone and Peel Integrated Water Initiative – to be subject to further approval and subject also to any other funding having been attracted to the initiative by that stage.

What will Government funds be used for in Stage I Activation?

In Transform Peel Stage I: Activation, the following will be undertaken:

1. Activation of the Peel Business Park Nambeelup

The development of common-use headworks infrastructure that will allow for the first 74 hectares of developable land to be brought to the market by 2021, and a further 120 hectares of developable land by 2031. Marketing of this land to Perth-based, national and international food processors and manufacturers, to logistics enterprise and to supportive light industrial activities.

2. Activation of the Peel Food Zone

By 2021, the Peel Food Zone will be planned and operational to receive investment into food production enterprise, and with essential supporting infrastructure to underpin that investment (research facilities, environmental projects). An “Integrated Hub” initiative is also being developed separately from this business case, and will incorporate research, training, trial cropping, food/food provenance support initiatives, and other industry cluster support initiatives. Building a research capability in the Peel Region is considered a critical enabler for the development of a future knowledge economy.

3. Activation of the Peel Integrated Water Initiative

By 2021, an operational, innovative and integrated water management system will have been developed with the capacity to deliver a new source of water to support industry, agriculture, mining and urban development, and which eventually will be able to reduce nutrient flows across the Food Zone area by up to 50%.

4. Activation of the Program Management Unit

A Program Management Unit will be established to oversee the Transform Peel program.



5. Activation of the Peel Enterprise Competitiveness Support Program

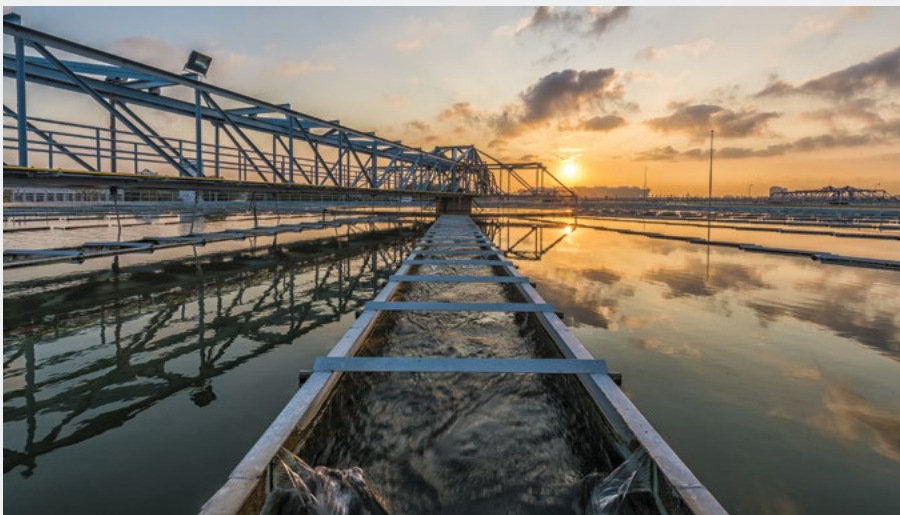
The Program Management Unit will establish a set of strategic initiatives to support existing and new enterprise – including workforce development, entrepreneur development, market intelligence and access, capital market access and strategic economic visioning and planning to attract investment into food processing, food manufacturing, transport and logistics, light industrial and commercial enterprise.

When will the Transform Peel development commence?

The Transform Peel program will commence immediately with the establishment of strong governance arrangements. There will be an overall Steering Committee comprising senior Government officials, a Program Management Unit to oversee the whole program, and project management capacity to deliver each of the individual sub-projects.

The focus in the first eighteen months will mainly be on all the preparatory work that is needed before implementation – including technical work and detailed design. Implementation will follow over the next three and a half years.

The Transform Peel program will commence immediately with the establishment of strong governance arrangements.



What will Transform Peel deliver for the region by 2050?

By 2050, and on the assumption that Transform Peel has fully developed by then, it is estimated that Transform Peel will deliver the following economic outcomes:

- ✓ 33,100 jobs of which 8,600 are strategic (export and producer services),
- ✓ Economic output of \$16.2 billion per annum,
- ✓ Export value of \$1.8 billion per annum,
- ✓ Gross value added of \$5.3 billion per annum,
- ✓ Rates income for local government of \$50 million per annum,
- ✓ Private sector investment at full build out will be \$600 million (land sales only),
- ✓ Cumulative stamp duty accruing to the State of \$759 million,
- ✓ Reduction of Total Phosphorous (TP) load from across the Peel Food Zone by 50%,
- ✓ Private sector investment into buildings in Peel Business Park Nambeelup of \$2.5 billion, and
- ✓ Land tax contribution to the State of a minimum of \$100,000 per annum from developed lots.



What will Transform Peel Deliver for the region in the first 10 years?

LandCorp has estimated that the Peel Business Park will deliver the following economic outcomes in the first 10 years:

- ✓ 159 businesses established,
- ✓ 1862 jobs created,
- ✓ \$218m private capital invested, and
- ✓ Economic output of \$788 million per annum.

What is the source for the economic and population forecasts?

The population forecasts for the Peel Region are derived from the recently released *Perth and Peel @ 3.5 million*. Economic forecasts to 2050 are derived from economic modelling undertaken by Pracsys in the course of preparation of the business case. Economic forecasts for the first 10 years have been estimated by LandCorp based on their extensive experience in this area.

MORE INFORMATION

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



Blueprint Launch

The Sebel Mandurah Thursday 17th December 2015



Business and community leaders from around the Peel and beyond came together at the Peel Development Commission's official launch of the Peel Regional Investment Blueprint held at The Sebel Mandurah.

Minister for Regional Development Terry Redman MLA, launched the Blueprint with Commission Chairman Paul Fitzpatrick, Deputy Chair Sue Fyfe and Chief Executive Officer Norman Baker. The event carried a theme celebrating regional wine and produce, arts and culture, and was extremely well received.

The Peel Regional Leaders Forum (PRLF) outlined strong support for the Blueprint and its overarching strategy with Chair and Mandurah Mayor Marina Vergone commenting the Blueprint's focus on Transform Peel as particularly encouraging.



The Regional Investment Blueprint Initiative is supported by a \$330 million investment through the State Government's Royalties for Regions program.

Following two years of research and consultation with more than 200 stakeholders, the document will drive the region's economic development with a collaboration between all levels of government, business and community to make its vision a reality. 🌿

MORE INFORMATION

To receive a copy of the Peel Regional Investment Blueprint document please contact the Peel Development Commission on (08) 9535 4140 or peel@peel.wa.gov.au alternatively download the PDF via www.peel.wa.gov.au

- 1 Minister Terry Redman and Commission Chairman Paul Fitzpatrick.
- 2 Deputy Premier Kim Hames, Mayor Marina Vergone and Minister Terry Redman.
- 3 Harry Nannup presenting Welcome to Country.
- 4 Maree Gooch, Victor Smith and Alan Cross.
- 5 Sue Leonard and Ewen McGregor.
- 6 John Lynch, Jacqui See and John Erren.
- 7 Norman Baker, Hon Terry Redman, Paul Fitzpatrick, Deputy Premier Kim Hames and Dr Sue Fyfe.
- 8 Andrew Hastie MP, Commission Chairman Paul Fitzpatrick and David Arkwright.



SPECIAL EVENT REVIEW





Developing Capable People

WORDS & IMAGES | Peel Regional Investment Blueprint

2050 CAPABLE PEOPLE GOAL:

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

OBJECTIVES

- Human capital will be developed to ensure the region can grow and prosper.
- Peel people of all working ages, backgrounds and abilities will be more advanced skilled and experienced to be highly sought after and competitive in the labour market.
- Peel residents have substantially increased access to, and governance over, regionally based vocational training and higher education.
- Peel's young people will have access to education and training pathways programs that lead to employment in priority industry occupations.

Ensuring there is access to world-class education, training and higher education systems is central to the Peel's future economic growth, employment and career prospects. These systems will not only assist with attracting businesses and people into the region, but will ensure existing businesses and people remain in the community.

The knowledge, skills and capability of the people who live in the community and work in its institutions are critical.

To support the needs of the Peel's rapidly growing population, there is a need to develop both broad-based capabilities as well as more specialised skills which will be fundamental to the attraction of new businesses and industries.

The development of skill sets and capabilities (such as adaptability, flexibility, resilience, creativity and design thinking) will create a confidence and readiness in the community to operate in an increasingly competitive and global environment.

The capability of the Peel's education and training systems – from early childhood through schools and on to tertiary institutions – will also need to be able to respond to an increasingly complex and constantly changing environment.

The region's ongoing economic growth and prosperity is highly dependent on the resources industry. There is evidence¹ however that the pipeline of future investment has fallen over the last year and that Western Australian projects will face an increasingly competitive international environment in future. Ongoing global economic conditions are also uncertain².

The *Peel Regional Investment Blueprint's* (Blueprint) strategies support the diversification of the Peel's economy and its workforce into professional, scientific and technical areas, including new areas of agriculture and agriculture-related business sectors.

State labour market forecasts³ mostly suggest these moderate rates of employment growth will continue (at least in the short-to-medium term), but changes in future economic conditions, particularly in the resources sector where there is a shift from construction to operations, will inevitably translate into changes in demand for skills and training.

¹ Investment in Resources Sector Infrastructure, Price Waterhouse Coopers and Chamber of Minerals and Energy (Jan 2014).

² Reserve Bank of Australia, Minutes of Monetary Policy Meeting of the Reserve Bank Board, 3 September 2013.

³ WA Chamber of Commerce and Industry, Outlook, June quarter 2013.

The Peel has had a strong representation of skills and labour in occupations largely driven by the mining, manufacturing and construction sectors. Close monitoring of and planning for the inevitable future shift in labour needs is essential to protect the jobs of local workers and apprentices.

Although the health and community services, retail trade, construction and mining sectors are forecast to continue to grow (at least in the short-term), the softening of the resources sector is also likely to impact on the Peel's small businesses, which play an essential role in supporting the growth of the larger companies involved in resource construction and major project development.

The emphasis on economic drivers in the Blueprint is to strategically counter these types of fluctuations and their impacts on the local economy and to proactively create new jobs. These new jobs are in addition to those naturally created in sectors such as retail, health and community services as a result of population growth.


Without a dedicated focus on attracting new businesses and supporting local industry growth, jobs growth will be constrained and unemployment in the region is likely to continue to rise.

Transformational strategies, such as the development of Peel Business Park Nambeelup and development of the agricultural sector through the Transform Peel initiative, will provide strong and varied industry and business sectors, and also create more than 33,700 direct and indirect jobs⁴ which will support local employment and protect the incomes of families in the Peel.

Capable People strategies in the Blueprint are focused on the development and up-skilling of the local workforce, including marginalised community members. The strategies are designed to create equal access to skill development and educational opportunities that will allow individuals and groups to become competitive in the labour market and take up the jobs that will be created.

The Capable People theme identifies two key areas of focus for the region that together will establish the highly skilled and adaptable workforce that will be required to deliver thriving and innovative industries. The key focus areas for Capable People are:

1. boosting productivity; and
2. pathways to employment.

A range of local initiatives which support the objectives of the Capable People theme are showcased in this edition of the *Peel Magazine*. 

MORE INFORMATION

More information on the region's approach to Capable People is included in the *Peel Regional Investment Blueprint* which is available on the Commission's website www.peel.wa.gov.au



Access to world-class systems

is central to the Peel's future economic growth, employment and career prospects.



⁴ *Peel Business Park Nambeelup Economic Impact Assessment*, (Pracsys Economics, 2015).

Our region. **Our people.**

Science improves NRM

Steve Fisher – Science Advisor at
Peel-Harvey Catchment Council.

WORDS & IMAGES | Mia Lacy, Peel
Development Commission

As this edition's theme centres around the Peel Development Commissions' Blueprint approach to the region's Capable People, it seemed fitting to profile not one, but two people who call the Peel region home.

Introducing Steve Fisher, Science Advisor at Peel-Harvey Catchment Council

Since joining the region's peak natural resource management body, The Peel-Harvey Catchment Council (PHCC), in July 2015 science advisor Steve Fisher has worked with decision makers and practitioners at all levels to apply evidence based knowledge to improve the environmental health of the Catchment.

It's a role he relishes, as it brings together Steve's considerable expertise in watery science, his communication skills and his love of the Peel-Harvey Estuary environment to guide better-informed decision making.

"It's really important that any projects we undertake or advice we give is underpinned by science. The PHCC follows the adaptive management cycle: plan, act, monitor and evaluate to natural resource management (NRM). It's essential we have a

good understanding of the existing condition of the catchment, understand the consequences of any remedial action and ensure we are measuring the right things to indicate change. Embedding this scientific method in our operations is my key task at the PHCC," says Steve Fisher.

NRM adaptive management priorities have a strong focus on water quality but also include biodiversity, species dispersal, wetland restoration, adaptation in a changing climate and more.

Water quality science priorities will include nutrient pathways, assimilation of nutrients in drainage systems and Monosulphidic Black Ooze associated with sediment loss from erosion.

"This process throws up questions to which we sometimes don't know the answers, so we work alongside and partner with the right people who do know. For example, I'm working with government departments and universities to develop indicators for the Peel-Harvey Estuary system that measure whether its environmental health is improving, getting worse or staying the same. These indicators include for example water quality, algal blooms, fish and crab abundance and habitat and remnant native vegetation. My job is to collate the information already gathered, to make sure we aren't duplicating effort and to promote research programs to fill in the gaps in our knowledge," said Steve.

The environmental health of the Peel-Harvey Estuary also has implications for the societal values and economic values of the estuary. "The recreational and commercial crab fisheries in the

Estuary are currently being assessed by the Marine Stewardship Council to determine whether the crabbing activities are environmentally sustainable. This is not just about sustainability of the population of crabs but also for other ecological values of the system, for example the impact on birds and their habitat. I am keeping a close eye on the assessment process and working with the Department of Fisheries to protect the ecological values of the estuary while acknowledging the importance of sustainable crab fisheries to tourism, commerce and recreation values," said Steve.

Steve has a PhD in Chemistry from Curtin University where he specialised in petroleum and environmental organic geochemistry. He spent much of his childhood fishing, swimming and boating on and around the Swan-Canning Estuary. Since the 1970s, Steve has regularly holidayed in the Mandurah region spending many hours out on the Peel-Harvey Estuary as a recreational fisherman.

This affinity with water is a common thread throughout his 30-year career as a scientist, academic, consultant and while working at the CSIRO, WA Department of Fisheries and WA Department of Water.

Steve is also an experienced science communicator, having made oral presentations at international and national conferences as well as to workshops for community and volunteer organisations.

MORE INFORMATION

For further information visit:
www.peel-harvey.org.au

Regional business set for expansion

WORDS | Melissa Worthington, Cork and Cheese

IMAGES | C-Wise



Introducing Craig Salt, C-Wise

Craig Salt has called the Peel region home for over 10 years but it wasn't the most direct path that led him to settle here, establish a business and raise his young family.

Born and raised in Perth, Craig spent stints living and working south in Albany, before heading north to Kununurra.

Along the way, his passion for the natural environment led him to complete a double major degree in botany and soil science at University of Western Australia (UWA).



C-Wise operating site at Nambelup.

It was here Craig secured first class honours for a rehabilitation-focused project at the Argyle Diamond Mine which saw him based in the north west for more than 10 years.

In search of a cool change, "I set up my own home-based 'sustainability-focused management consultancy' business (Sustainable Consulting) in 2001, largely to spend more time with my two young daughters. I was based in Rockingham at that stage and moved to Madora Bay in 2006 where I have lived ever since." Craig said. It was during these early days consulting that Craig met Andy Gulliver – a fellow sustainability champion – who provided the connection that led to his current role as CEO of C-Wise.

Established by Dave Cullen and Andy Gulliver in the late 1990s; the business has since grown to a team of over 40, with most employees based in, or adjacent to the Peel region.

C-Wise is a Western Australian owned company whose primary business is recycling organic carbon. Providing smart, natural solutions to farms, communities and industry that allows them to make organic carbon an integral part of their operations.

With an operating site at Nambelup C-Wise transforms organic waste into a range of value-added products that improve soil health and productivity. Such is the growth of the business; C-Wise recently established an office in Cockburn and are looking to expand the business interstate.

Asking Craig what he is observing in terms of business trends, he commented, "we are seeing a number of trends that help to shape our business including increasing environmental impacts from both waste and land use practices, and the emergence of niche food markets

where customers are willing to pay a premium for the right food grown in the right way."

Looking at C-Wise from a volume and scale of production, it is currently licenced to produce up to 90,000 tonnes per annum of compost and related products, and well positioned in the market. Craig stated, "We have aspirations to grow the business further moving forward.

"We believe there is a significant opportunity to improve soil health and productivity in a range of settings and circumstances. We see a particularly significant opportunity in the horticultural and broadacre farming sectors where improved water-holding capacity, nutrient availability and microbiological activity associated with composted products are beneficial to producers and the natural environment." These opportunities within the market, together with an increased level of consumer driven awareness indicate strong potential for the C-Wise offer in the longer term.


"We have a unique opportunity to be part of a new Peel region where sustainable practices are the cornerstone. This includes better recycling of local waste, more productive land use (think of the 'food bowl' concept being driven by the Peel Development Commission), reduced nutrient loads into the Peel Harvey system (one of the benefits of composted products), increased local employment, celebration of local Indigenous culture and establishment of a world-class Nambelup Industrial Estate (perhaps with a closed-loop underpinning)."

With C-Wise expanding, I asked Craig what he sees as the benefits of living and working in the region, "the Peel offers a unique opportunity to live in a semi-rural setting with good access to nature, while retaining ready access to the benefits of city life. With the right institutional leadership I

believe Mandurah is particularly well positioned to become a haven for knowledge workers."

An active community member, Craig has been an affiliate of a range of organisations over the years, including a committee member at Rockingham Regional Environment Centre, a member of the Rockingham and Mandurah Chambers of Commerce and founding President of the Sustainability Practitioner's Association. "I have recently played a leadership role on behalf of local community members in relation to the Madora Bay North development and joined the Peel Regional Development Australia committee." Craig is also currently helping to establish the Western Australian branch of the Australian Organics Recycling Association.

Asking Craig what's the best advice he has ever received, he responded, "follow your passion and treat others as you want to be treated, although I admit this is easier to say than to do."

This advice lead brilliantly to his response when questioned about how he likes to spend any downtime, "I have a passion for sustainable living and am always looking for ways to reduce my environmental footprint in a way that is accessible to others. I am a keen gardener and love preparing and sharing food sourced from my home garden. I also spend regular time visiting the Great Southern region." 

MORE INFORMATION

For further information visit:
www.cwise.com.au

Paving the way forward for our children

Child Australia

WORDS | Kerrie-ann Cugley, Child Australia

IMAGE | Jennifer Chaplyn

With a significantly high portion of five year old children in the Peel region — 1 in 4, falling within the 'developmentally vulnerable on one or more domains'¹, the need was very real to bring together a group of committed people that could help to pave the way forward.

The *Peel Regional Children's Services Plan*², proposed a way of working on developing a sustainable Education and Care Sector, focused towards community managed services, through ways that support the viability of all education and care services to provide ongoing quality care in the region.

The Plan highlighted the specific needs of the region and also addressed some of the challenges and impacts that regional service operators encounter in providing quality services for children and families in regional areas.

As the organisation contracted to undertake this project, Child Australia helped to facilitate a gathering of professionals that collectively could develop a way of working collaboratively to address some of the issues highlighted in the Plan.


A series of forum workshops were held with existing Early Years network chairs, local and State government representatives and other identified regional children and family service stakeholders. Together the group identified and developed key objectives on improving early childhood development outcomes. Participants actively engaged and explored an increased understanding of the need for greater collaboration to support the Early Years sector for regional children. They also investigated the complexities around barriers, possible causes, and developed a strategy to prioritise increased collaboration.

The group adopted an evidence-based 'Collective Impact' model. This approach is based on the belief that no single policy, government department, organisation or program alone, can tackle or solve the increasingly complex social problems that we face as a society.

The approach calls for multiple organisations or entities from different sectors to abandon their own agenda in favour of a common agenda, shared measurement and alignment of effort towards a shared goal.

"... we believe that there is no other way society will achieve large-scale progress against the urgent and complex problems of our time, unless a collective impact approach becomes the accepted way of doing business."

John Kania and Mark Kramer

The series of workshops concluded with a broad agreement around a call for action to engage a wide range of local stakeholders. The participants reached consensus on future directions and actions, creating a common agenda and a formal alliance to support change. 

MORE INFORMATION

For further information contact **Kerrie-ann Cugley** on **0458 905 305** or email Kerrie-AnnC@childaustralia.org.au

BELOW: Peel strategic collective group.



¹ Australian Early Development Census (AEDC) 2012 data.

² Regional Community Child Care Development Fund administered by the Department of Local Government and Communities and funded through the State Government's Royalties for Regions program.

The Fairbridge CARE School

WORDS | Dianne Wing, Fairbridge

IMAGES | Fairbridge

From its original opening in 1920, Fairbridge Village has been involved in the education of young people; with the running of an on-site school until the late 1970s/early 80s, when the international Fairbridge organisation closed its doors.

Fairbridge Western Australia Inc. came into existence in 1983 and took over the ownership and running of the Village. From that time, education has been one of the focuses of the organisation and through various partnerships including the Department of Education, an Alternative Education program operated from Fairbridge Village for over 20 years. Currently each year over 50 schools access Fairbridge Village, its services and programs which not only add value to the education of young people, but play an important part in building the great State of Western Australia.

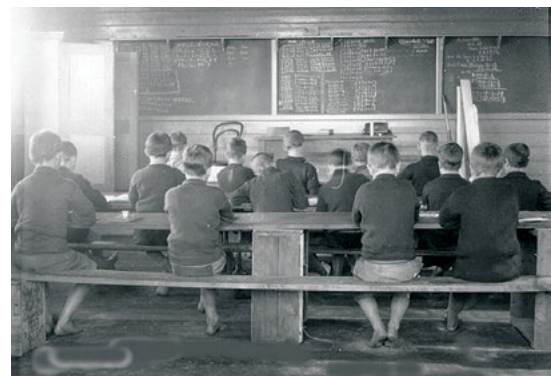
Nearly 100 years later, Fairbridge is still providing quality training at an accredited level. With thanks to the generous support of the Peel Development Commission through a Royalties for Regions funded Community Chest Fund grant, Fairbridge are planning to open a CARE school in 2016 on completion and sign off of the Business Case and School Registration being confirmed by Department of Educational Services.

CARE (Curriculum and Reengagement in Education) schools, currently enrol over 800 disengaged students across 10 sites throughout Western Australia. The proposed CARE school at Fairbridge will be the first CARE school in the Peel region.

These specialised non-government schools provide education programs for students with social, emotional or behavioural difficulties, and play a pivotal role in re-engaging at risk students in the education system and further training.

CARE schools aim to increase school attendance, improve literacy and numeracy skills and provide appropriate life skills for students to increase their work, training or study opportunities after school.

Mark Anderson, CEO Fairbridge and Jen Newlands, Educational Services Coordinator Fairbridge.



Historical photograph of boys in an original Fairbridge classroom.

Education Minister Peter Collier states, "The work of CARE schools is unique and different to mainstream schools," he said "the schools work to re-engage students who no longer fit traditional education models and this also means educational outcomes of students in mainstream schools are not affected."



Nearly 100 years later, Fairbridge is still providing quality training at an accredited level.

The Peel region has a shortage of alternative pathways to education and a high rate of youth who are at risk of disengaging or disengaged from education. Disengagement and lack of alternatives is a predictor for high youth unemployment, poor social economic outcomes and increased youth crime.

CARE schools, operating under the Department of Educational Services, receive supplementary funding to assist these students with increased support, diverse and engaging curriculum activities and specialist services.

Fairbridge, with its peaceful rural setting and large range of facilities including oval, swimming pool, climbing walls, gym, recording studio, original school buildings and state-of-the-art training precinct is well appointed to accommodate the first 25 year 7 to 10 students, with eventual intake of 60 students predicted in the following years.

It is envisaged that the Fairbridge CARE School will become a centre for learning excellence in the fields of sustainability, renewable energy and technologies and environmental studies.

Fairbridge CEO, Mark Anderson commented, "Fairbridge is very appreciative of the funding provided by the Peel Development Commission to establish the business case and apply for registration as a CARE School.

Community demand for the CARE school has been overwhelming with an average of five phone calls a day from parents, students and community organisations expressing an interest in enrolment places for young people.

We have a way to go to complete the Business Case, obtain sign off by the Board of Governors of Fairbridge and confirm Registration of the CARE School with Department of Educational Services. Once this is achieved our aim would be to have the school operational from July 2016 onwards.



We would not be where we are currently at without the ongoing support and partnership we have with the Peel Development Commission and the State Government of Western Australia and thank them for their ongoing partnership."

Well known Perth Philanthropist, Jack Bendat, through the Bendat Family Foundation, has also recognised the need for alternative and innovative education pathways and has provided a foundational grant to support the employment of a Foundational Principal and Business Manager to complete the Business Case, confirm sign off by the Board of Governors of Fairbridge and confirm Registration of the CARE School with Department of Educational Services. Once completed, their role will be to implement the school.


Jen Newlands, who has recently been appointed as Educational Services Coordinator in charge of CARE school development, is a former senior teacher at another CARE school and a Doctoral student at Murdoch University. According to Jen, "the Fairbridge CARE School will provide educationally at-risk youth from the Peel region with opportunities for academic and social/emotional



It is envisaged that the Fairbridge CARE School will become a centre for learning excellence.

learning that are appropriate to their needs." Further, Jen believes, "a CARE school at Fairbridge will be uniquely positioned to maximise the amount of support afforded to students and, as a result, increase the likelihood of the students' success as they move through secondary school and transition to further education, training or employment."

In this regard, the school will be firmly embedded in the philosophy of Fairbridge and utilise all of the exceptional resources the site has to offer.

In Jen's words, "it is my goal to build a school model that is based on sound educational practice, which takes into account the individual needs of the students. I hope that in three to five years the Fairbridge CARE School will be a lighthouse school for others in the region that wish to work with those students who may not fit into the mainstream educational setting." 

MORE INFORMATION

The CARE school is expected to open in July 2016. For further information please email edservices@fairbridge.asn.au

Deadly Koolinga Chefs Program

and the Bindjareb Yorgas Health Program



In addition, a community vegetable garden has been established at the Centre, which provides fresh produce for the cooking programs, and to the Bindjareb community to assist with food security.

The aims of the BYHP and DKCP are to create a supportive environment to encourage participation, encourage communication and relationship building, to develop personal skills in achieving and maintaining wellness and to strengthen community actions by facilitating community ownership and leadership.

To share the participants personal experiences of being involved in the programs, the participants of the BYHP and the DKCP participated in a narrative art project, and through the sponsorship and support of the City of Mandurah, Healthway and Murdoch University, their works of art were showcased in an exhibition at the Contemporary Art Spaces Mandurah gallery.

As Aboriginal art is used to convey different kinds of storytelling and is an important link to disseminating important knowledge of an aboriginal society, this method is considered meaningful to cultural information sharing. Moreover, it is important that the innovative approach taken here will also lead to embedded stories in the local cultural group, around the processes and outcomes; a re-telling of the narrative of the project.

This will ensure that positive stories can be told many times over with different groups of people and the potential influence of the project is on-going and leading to changes in peoples' lives.

WORDS | Caroline Nilson, Murdoch University

IMAGES | Murdoch University

Collaboration and consultation between key women leaders and Elders of the Murray District Aboriginal Association (MDAA) and Caroline Nilson from Murdoch University School of Health Professions has led to the development of the "Bindjareb Yorgas Health Program" (BYHP) and the "Deadly Koolinga Chefs Program" (DKCP).

Both programs are jointly coordinated by Karrie-Anne Kearing (MDAA Chairperson) and Caroline Nilson (Academic Chair – Undergraduate Nursing).

The BYHP receives funding from Soroptimist International of Mandurah and engages 10 to 15 Bindjareb women in weekly cooking and nutrition classes. The DKCP receives funding from Soroptimist International of Riverside and engages Bindjareb children aged 11 and 12 years of age in a nutrition and cooking adventure; where they learn how to plan, shop for and prepare a healthy meal for four. Each week the children take home their prepared meals, together with their new skills and knowledge, to share with their family.

Currently, both programs are delivered from the MDAA community building (Centre) situated on Bindjareb Park on Hampton Road, Pinjarra. The cooking programs provide an opportunity for involvement and engagement, which will have a positive impact on the health and well-being of the Pinjarra Bindjareb community.

During the exhibition, the Bindjareb children participants of the DKCP engaged with children from the wider community in a special cooking experience. The Bindjareb children were able to demonstrate their learned cooking and nutrition knowledge and skills by working with the other children to prepare and cook a delicious meal of spaghetti and Kangaroo meatballs.

The special activity was also important for bringing different cultures together.

Culture is the fundamental building block of identity, and the development of a strong cultural identity is essential to children's healthy sense of whom they are and where they belong.

In this experience, children were exposed to opportunities to value other children's cultural capacities and abilities and to respect the differences in families' food choices.

It also encouraged the two-way process of cultural competence building in the children.

The DKCP commenced in 2011 and has been running successfully since. Involvement in the program has taken the Bindjareb children on a journey of fun while developing skills to maintain social and emotional wellbeing. This learning journey has benefited the Bindjareb children in many ways.

It has:

- Helped the children learn about nutrition and healthy eating.
- Boosted their self-esteem.
- Created family time and bonding as the children contribute to family food work.
- Developed lifelong skills in planning, preparation, problem solving, and the cooking of food.

The Deadly Koolinga Chefs Program and the Bindjareb Yorgas Health Program has been made possible through the State Government's Royalties for Regions Peel Community Chest Fund administrated by the Peel Development Commission.

MORE INFORMATION

For further information please contact: Caroline Nilson on 0439 988 139 or email C.Nilson@murdoch.edu.au



Developing lifelong skills: children taking part in the program learn planning, preparation, cooking and nutrition skills.

Children were able to demonstrate their **learned cooking and nutrition knowledge and skills.**



Peel Workforce Development Alliance

WORDS | Rebecca Holliday,
Department of Training and Workforce
Development

IMAGES | Department of Training and
Workforce Development and Peel
Development Commission

In late 2010, the Minister for Training and Workforce Development released the whole of State workforce planning and development framework: *Skilling WA – A workforce development plan for Western Australia* (Skilling WA).

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

The importance of regional workforce planning is a key message of Skilling WA and as a result, the Peel Workforce Development Alliance was established along with alliances in other regions.

The Peel Alliance was created in partnership with the Peel Development Commission and Department of Training and Workforce Development and is currently chaired by the Commission's CEO Norman Baker.

The main focus of the Alliance is to provide strategic guidance and local intelligence in relation to workforce planning matters and to oversee the implementation of the *Peel Workforce Development Plan* released on 25 August 2015. The plan aims to build, attract and retain a skilled workforce to meet the economic needs of the Peel region.

In developing the Peel Workforce Development Plan, the Alliance worked closely with regional stakeholders to ensure the plan addresses the current and future needs of the community and industry.

The plan, through its priority actions, makes an important contribution to achieving the *Peel Regional Investment Blueprint's* 2050 Capable People aspirational goal: *The Peel's workforce will be highly skilled and adaptable to structural and technological change to support an economy that is strong, diverse and high performing.*

It is imperative that implementation of these plans are undertaken in a collaborative and targeted manner. To achieve this, the Alliance has recently amended its terms of reference to ensure alignment and





Table 1 Peel workforce development issues alignment

Workforce Plan Issues	Blueprint Capable People objectives	Alliance focus
Youth unemployment and a lack of career aspirations	Human capital will be developed to ensure the region can grow and prosper	Addressing career aspirations
Lack of employability skills and work readiness amongst young people	Peel people of all working ages, backgrounds and abilities will be more advanced skilled and experienced to be highly sought after and competitive in the labour market	Improving education and training outcomes
Lack of public transport connections between regions	Peel residents have substantially increased access to, and governance over, regionally based vocational training and higher education	Developing linkages between industry and education
Limited education and training infrastructure outside Mandurah	The Peel's young people will have access to education and training pathways programs that lead to employment in priority industry occupations	Building industry capability
Need for greater connection and pathways between education and industry		

Source: Department of Training and Workforce Development

now aims to facilitate the availability of an educated and highly skilled workforce which has the capacity and capability to flexibly respond to current and future workforce requirements.

Membership on the Alliance comprises industry, community and government representatives from the Peel.

The Alliance has recently welcomed new members from Alcoa, Challenger Institute, Murdoch University, Peel CCI and Regional Development Australia Peel. Secretariat support for the Alliance is provided by the Department of Training Workforce Development.

In order to address the workforce participation and development challenges facing Peel, the Alliance focuses on 17 practical priority actions outlined in the plan through the support of local stakeholders. These actions have been categorised into the following four theme areas:

- Addressing career aspirations;
- Improving education and training outcomes;
- Developing linkages between industry and education; and
- Building industry capability.



The Alliance focuses on 17 practical priority actions that are categorised into four theme areas in the plan.

The Peel Workforce Development Plan aims to build, attract and retain a skilled workforce to meet the economic needs of the Peel region.

These four theme areas reflect the key workforce issues identified in the workforce plan and the objectives under the *Blueprint's Capable People* theme (see Table 1).

The Alliance will continue to oversee the implementation of the plan and will work in partnership with the Peel Development Commission to aid in the implementation of the Blueprint.

In addition to its involvement in the implementation of these two critical plans, the Alliance will continue to collaborate and develop partnerships with other organisations and groups within the Peel to help address barriers to workforce participation, planning and development.

MORE INFORMATION

For further information regarding the Alliance please contact the Peel Development Commission. An electronic copy of the Peel Workforce Development Plan can be accessed at: www.dtwd.wa.gov.au.

Enterprise competitiveness



The Hamel-Harvey area is one of the most significant for horticultural production in the Peel.

Soil, climate and location all combine in this position to provide the ideal conditions for the small-medium growers who are based here. The Peel Development Commission is presently involved in identifying methods to innovate and improve the conditions even further. The Enterprise Competitiveness Support program is a key thread identified in the strategy of our *Peel Regional Investment Blueprint* to facilitate innovative and sustainable agriculture and food practices.

Increasing the competitiveness in various domestic and export markets for our Hamel-Harvey growers involves assessing a range of options including and not limited to: assistance with co-operative branding, packaging, logistics, capital raising, access to markets, and possible common use facilities such as cold rooms and packing/grading machinery.

Such a facility would see the district attract investment from new growers, create further horticulture jobs, and potentially enable economies of scale for small growers to facilitate entry to export markets.

Competitive enterprise support aligns with the strategies identified in the *Peel Regional Investment Blueprint*, the Transform Peel (Phase 1) business case, the Strategic Assessment of the Perth and Peel Regions, and more. The Commission is presently undertaking stakeholder engagement to progress these initiatives.



WORDS | Mia Lacy, Peel Development Commission

IMAGES | Capogreco Farms

Capogreco Farms: Capability and export

Growers and suppliers of fresh quality produce, nationally and internationally.

Fresh quality will always find a market. From his family owned and operated farm business in Hamel, Dane Capogreco is closing a deal with one of New Zealand's largest supermarket chains who want to drop their East Coast supplier and bring across his melons. On the heels of one of the worst bushfire disasters ever to impact the district, Dane is quietly confident – and grateful.

“We lost fencing and a few machines in the Waroona bushfires, but we consider we were pretty fortunate in comparison,” he says softly.

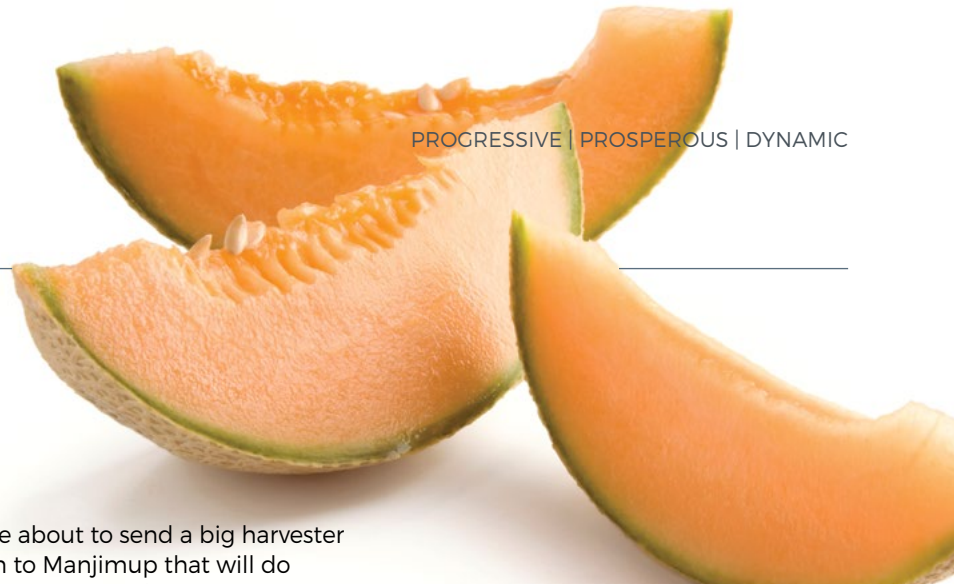
Capogreco Farms' reputation for excellence outpaces the fires' impact

and Dane is practically back to business as usual, fielding new enquiries like this one which come in weekly.

“They saw our fruit in Perth and say the extra distance to New Zealand is no barrier whatsoever; they just want to offer their customers our B.J. Melons,” he says.

Hamel, just off the South Western Highway between Waroona and Yarloop, is the perfect location for both growing and logistics.

Just an hour south of Perth, transport, airfreight and shipping are easily arranged to Capogreco's national and international markets. Since the farms were established by the family in 1988, most of their direct customers can receive their fruit and vegetables within 24 hours of harvest.



Capogreco is a business built for export and doesn't just rely on great produce. Branding and marketing has played a significant role in their success. Their main export brand, B.J. Melons, is well established in markets in the Middle East and Asia where exposure at tradeshow has consistently supported and enhanced the farm's quality offer.

Capogreco Farms is also accredited in three major food quality assurance systems, giving buyers and customers constant independent verification of on-farm environmental practices and sustainable production.

Right now, harvest is happening across the groomed hectares. "February, March and April are when we are in full swing," explains Dane. And it's not just the butternut, pumpkin, honeydew, watermelon, rockmelon and broccoli that are selling. Capogreco Farms has a fully equipped fabrication workshop which produces agricultural machinery for their own use as well as for other farms. Production evolved organically from the knowhow and expertise accumulated from almost 50 years' experience in the industry.

"We're about to send a big harvester down to Manjimup that will do broccoli and cauliflowers, and we've just sent a slasher up to Queensland to a Bowen grower," Dane says.

Capogreco make plastic mulch equipment, harvesting and planting equipment, spray applicators and other machinery which matches the challenges of farming in 2016 and adds to the wide array of jobs the business supports.

"We do employ a wide variety of people – we can have up to 60 staff at any given time."

Careful attention to detail coupled with a desire to stand out – and stand behind – the strength of their established brand are major contributing factors to Capogreco's success. Dane says the key ingredients however have been 'hard work and the parents being willing to let the next generation take up the reins and learn by making their own mistakes!'

The dynamism of a young, spirited company is evident when Dane speaks of future plans, "Currently, we are looking to upgrade our packing



Established in 1988, Capogreco Farms produce is highly sought after in both the national and international marketplace.

line with new technology and new machinery which will guarantee sweetness in each fruit we pack."

Expansion – in some form – is also on Dane's mind. Currently, the farm has 160 hectares under cultivation and the combined yield of fruit and vegetables is almost 7,000 tonnes, of which 90% is earmarked to be exported in 2016.

"It would be great to find more land to expand. And extending the harvesting season from five to 10 months – that would be a good challenge too!" he says.

MORE INFORMATION

For further information on Capogreco Farms visit www.capogreco.com



Real food is good for you ... and our farms

**SJ Food and
Farm Fest**

WORDS | Karen Hayes, Food and Farm Fest

IMAGES | Maximusartography and Bill Van der Pal

The Serpentine Jarrahdale (SJ) Food and Farm Alliance is working hard to raise community health through nutrition.

The educational and promotional activities support local peri-urban agriculture, while aiming to influence broader issues including food security and increasing local economies.

SJ Food and Farm Alliance was born in 2013 and is the brainchild of a small group of Serpentine Jarrahdale community members who wanted to retain the essence of the Shire that was undergoing rapid urban growth, and was also under the threat of possible Shire amalgamation.

Local resident and business owner, Merri Harris said that she and ex- Peel Development Commission Acting CEO, Colleen Yates developed the mission and vision of the Alliance after a survey of urban residents and rural landholders (funded by the Bendigo Bank) revealed the following:

- Urban dwellers wanted to have greater access to local food; to know who the farmers are; and to be able to have local markets; and

- Rural landholders wanted to increase their skills so they could manage their properties better; and wanted to have local avenues to sell their products.

The SJ Food and Farm Alliance has now grown to a point where it is an incorporated body and directed by a voted-in management committee with official membership. Extensions of the SJ Food and Farm Alliance are:

- a group of volunteers who demonstrate healthy recipes by providing food at community events
- a small group of volunteers who organise the annual SJ Food and Farm Fest.

The importance of growing and eating real food

There is growing evidence that most chronic diseases of western societies can be linked back to an over reliance on manufactured and processed 'food-like' products full of artificial colours, flavours and preservatives, as well as being very high in sugar and/or artificial sweeteners. Ms Harris said "As a practitioner I see great improvements in health and quality of life when people adopt a diet full of quality food. I also see a great 'hunger' amongst our community members to learn the skills to be able to grow their own food and prepare real food for their families to eat." 



SJ Food and Farm Fest 2016

The SJ Food and Farm Fest is an interactive festival where people from urban areas can meet people who own peri-urban rural properties that produce food, products and services that benefit our community.

Taking place each year in April, the Fest raises funds and provides an avenue for the SJ Food and Farm Alliance to become a self-sustaining organisation, so it can continue to provide educational opportunities to both consumers and producers.

The 2016 SJ Food and Farm Fest was a fun, family focused, educational day on a real working beef cattle farm providing:

- an all-day program of speakers;
- stall holders showcasing local, rural produce, encouraging opportunities for the community to grow their knowledge of food growing practices;
- children's activities including Drippy the Dragon and a magic show;
- farm-themed games, competitions and activities; and
- music by our talented local youth.

MORE INFORMATION

Further information: If you would like to be involved in the SJ Food and Farm Alliance or be part of the 2017 SJ Food and Farm Fest head to the website www.sjfoodandfarmalliance.com.au or visit www.foodandfarmfest.com.au

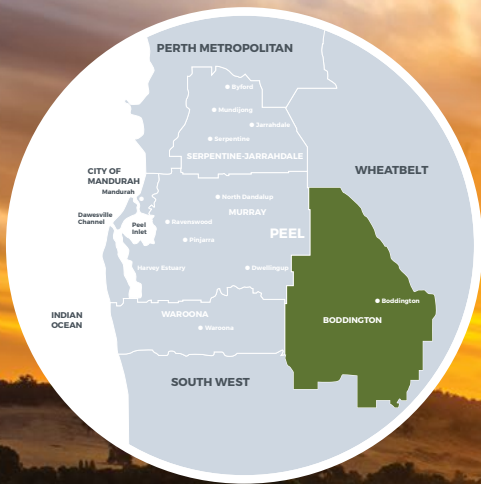


A region in profile: **Boddington**

Boddington was announced as one of the State Government's nine SuperTowns in 2011 recognising the excellent prospects for economic growth in the area linked to mining and intensive agriculture.

WORDS | Janine Hatch, Peel Development Commission

IMAGES | Peel Development Commission and the Shire of Boddington



The Boddington townsite is situated 130km south east of Perth and an hour's drive from Mandurah. The Shire has an estimated population of 2,500 people. In addition, at any time up to 2,500 permanent employees and contractors could be on-site at Newmont Boddington Gold (NBG) mine or South32 Worsley Alumina.

Industry is dominated by mining, with the NBG mine and the South32 bauxite mine operation. Other industry includes agriculture, Jarrah forest harvesting, blue gum and pine plantations and orchards. The population of the Shire of Boddington has been growing steadily due to the re-opening of the gold mine and the expansion of the bauxite mine.

Indeed Boddington has one of Australia's largest producing gold mines with production of 700,000 ounces per year¹.

The Royalties for Regions SuperTowns program provided a considerable planning focus for Boddington.

The Boddington Growth Plan and Economic Development Strategy have guided Government investment and project activity over the last four years. Key projects that the Peel Development Commission has worked closely with the Shire of Boddington include:

¹ Newmont Mining, Operation Facts, Boddington – Australia (www.newmont.com). Accessed February 2016.



Boddington
has one of
Australia's largest
producing gold
mines.

Funky colours of the new Youth Centre has been warmly accepted by Boddington youth throughout the community.

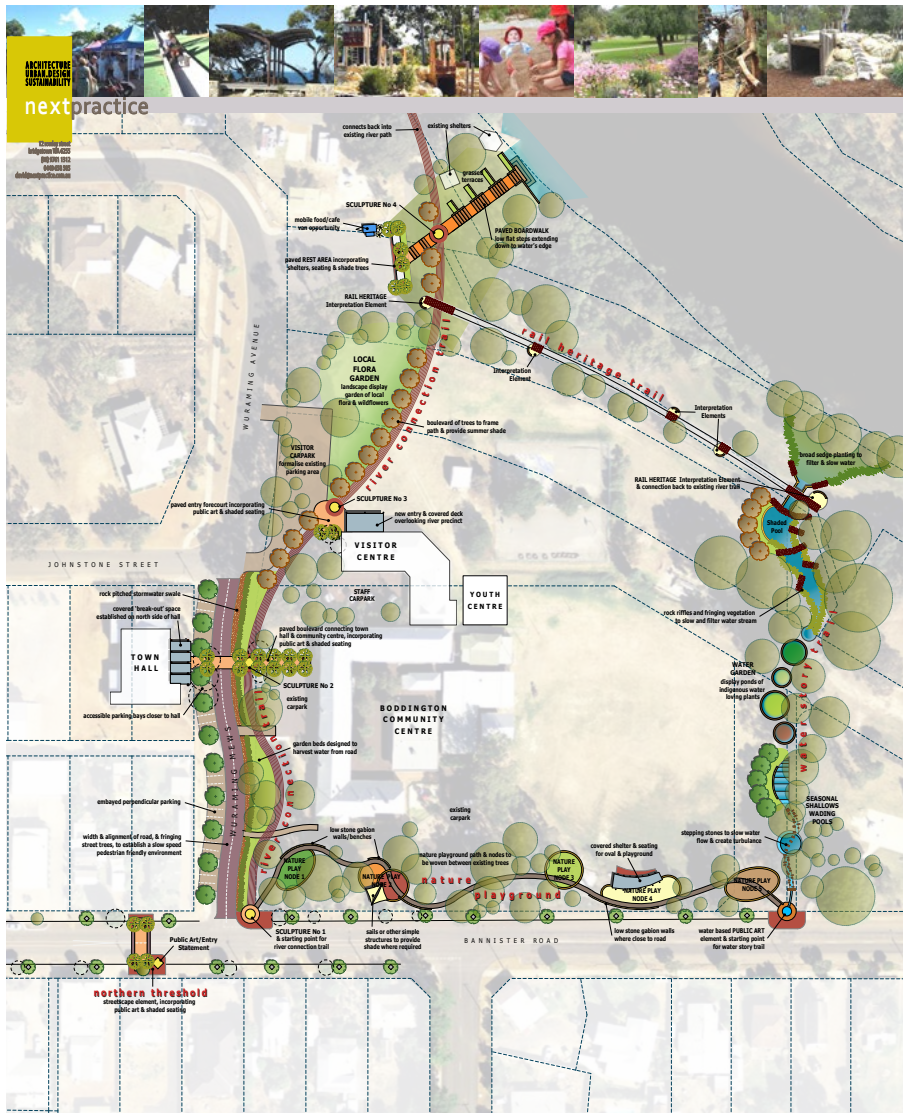
- **Economic Development Implementation in the Boddington District:** This \$1.2 million Royalties for Regions investment has meant that the Shire of Boddington has engaged an Economic Development Officer. This position is facilitating community and economic activity by maximising

Peel Development Commission CEO Norman Baker, Hon. Terry Redman, Hon. Mia Davies, and Commission Chairman Paul Fitzpatrick turn the first sod of the new Sport and Recreation Centre during November 2015.

the benefits of technology and innovation and strengthening identity. As part of this project, the Hotham Williams Economic Alliance is finalising its strategic plan with key players coming together on joint initiatives to promote and expand the district's economy.

- **Ranford Water Capacity:** \$1.2 million Royalties for Regions funding will be invested to remove the major development barrier in the Ranford townsite by constructing a second water pipeline from Boddington. This will allow subdivision of land in Ranford for a range of residential and lifestyle lots as well as assisting in the future improvement of the overall water supply to Wandering. The Shire of Boddington, Porter Consulting Engineers and Water Corporation are in the design and approval phase of this project.
- **Retirement Village:** With the assistance of Royalties for Regions investment, the Shire of Boddington has completed Stage 1A of its Retirement Village at Lot 165 Forrest Street. The full proposal will accommodate 40 two and three bedroom affordable units for residents aged over 55.





Vision linking Boddington's main street to the foreshore.

The Village is owned and operated by the Shire with plans to have 32 units offered on a long term Residency Lease and 8 units offered on a Rental Lease basis. This project is encouraging older residents of the Shire to remain in Boddington in close proximity to both relatives and amenities. Four units have been built as part of Stage 1A with all four now leased or rented.

- Recreation and Community Centre:** Tenders have now closed for the design and construction of the proposed indoor multi-purpose facility within the Boddington recreation precinct. The new centre will contain two multi-purpose courts, community multi-purpose room, kitchen, sporting change rooms, external oval-viewing area, car parking and landscaping. This project will support the on-going growth of the district while also promoting healthy lifestyles and facilitating community engagement. Over \$3 million in Royalties for Regions will be invested in this Centre through

the Growing Our South Initiative and Community Sporting and Recreation Facilities Fund.

- Youth Centre:** The new purpose built youth centre was opened in late November 2015 and is located on the Old School oval. The young people strongly voted to remain near the existing building which could no longer accommodate the growing number of youth who attend. This project was made possible with funding from Lotterywest and South32.
- Main Street Activation and Foreshore Redevelopment Master Planning:** Significant planning and design work has been prepared to reactivate Boddington's main street to be pedestrian friendly, visually appealing and strongly connected to the Old School site and Hotham River foreshore. The project will reduce the apparent width of the main street, relocate and remodel the town library, to a community hub at the old school. Adjacent to the youth centre, the hub will incorporate a new visitor and interpretation centre and cafe. These elements will provide the link between the main street and river foreshore. An important element will also be the inclusion of public art, interpretation of community stories and street/landscaping. This vision recognises that investment in community infrastructure will not only increase the liveability of the town but will improve the tourist experience. The project is now part funded with the Shire keen to attract other funding partners.

Building on the vision and objectives of the Boddington SuperTowns Growth Plan, these projects aim to capitalise economically and socially on the resources sector and related industry activity growth in Boddington and the neighbouring areas.

MORE INFORMATION

Contact Chris Littlemore, CEO at the Shire of Boddington on (08) 9883 4999, email shire@boddington.wa.gov.au or visit www.boddington.wa.gov.au

Innovative Community Health Initiatives

WORDS | Kristie Tonkin, Peel Development Commission, Eleanor Britton, GP down south, Linda Adnyana, Curtin University
IMAGES | GP down south

The Peel population is on a trajectory for strong growth in the first half of the century.

As the population expands we need to give greater consideration to ensuring that our social infrastructure services are strong and well-coordinated to support the population as it continues to grow.

The Strong and Resilient Communities theme of the Peel Regional Investment Blueprint includes an objective to ensure *“Targeted early childhood and social services support are available to meet the growing demands of the community”*.

This article includes some examples of local initiatives that are working in support of this objective by providing or working towards innovative health solutions to communities in Peel.



Peel Mobile Health Service bus in action at the Waroona Show.



Peel Mobile Health Service

The Peel Mobile Health Service (PMHS) is an innovative way of taking health services into the heart of Peel communities.

The Service commenced operation in October 2012 and aims to improve access to health care services in Peel, with a focus on the outer regions, for those at social disadvantage and with transport difficulties due to geographic isolation.

Operated by GP down south, the PMHS is a successful partnership between Peel Health Foundation, South Metropolitan Health Service and local sponsors providing health promotion, education and clinical services. The fully equipped and self-sufficient vehicle enables local agencies, allied health providers and clinicians from both the public and private sectors to visit populations who are disadvantaged by isolation, lack of existing services, transportation and an ageing population making access to services difficult.

Operated by GP down south, the Peel Mobile Health Service is reaching a broad range of people across the Peel community.

At present the PMHS visits Mandurah, Pinjarra, Waroona and Dwellingup.

It is a resource for the whole community delivering a variety of health promotion and clinical programs:

- Nurse led clinics
- Dietetics
- Aboriginal health outreach
- Older adult mental health and wellbeing
- Drug and Alcohol Services
- Diabetes education
- Counselling

Peel Youth Medical Service Health Hub

GP down south currently operates the Peel Youth Medical Service (PYMS) which aims to promote wellness by improving the mental, social and physical health of young people aged 12-25 years in the Peel region.

Palmerston Association aims to be the leading and most trusted service improving the lives of people affected by alcohol and other drugs.

These organisations are currently working together in partnership with Curtin University to develop a proposal for a Peel Youth Medical Service (PYMS) Health Hub which is a significant, innovative and holistic facility that will result in transformational change to the health and wellbeing of the youth of Mandurah and the Peel sub-regions.

Addressing the health needs of our youth in such a unique and comprehensive manner will underpin their future ability to engage with education, training and employment

PYMS Health Hub will be a flagship model of care and 'One Stop Shop' for health needs for the youth of our community.

and enhance their ability to contribute to a cohesive, sustainable, resilient and capable community.

PYMS Health Hub will be a flagship model of care and 'One Stop Shop' for health needs for the youth of our community, a facility that the community will trust and value and one that could be replicated around the country.

The proposal is for an expansion and relocation of Peel Youth Medical Service (PYMS) and GP down south to create PYMS Health Hub. This would enable PYMS to meet demands for the holistic model of care it currently provides to the youth of Mandurah and Peel (12 to 25 years) and to offer an expanded suite of youth focussed specialist services. Unique to this proposal would be:

- An innovative multidisciplinary youth health and training facility for the Peel region.
- Drug and Alcohol Counselling and Support Services provided by Palmerston Association.
- GP centred model of care and coordination for all attending youth
- Focus on early intervention and prevention
- Co-location opportunities for youth focussed services
- Outreach capabilities to regional and marginalised communities via the Peel Mobile Health Service.

The vision is to provide a range of youth focussed specialist services operating a model of shared care with the clinical team at PYMS Health Hub at one youth friendly location, including drug and alcohol services, specialist eating disorder services, and mental health services.

In addition to the health services a partnership with Curtin University will provide regional training opportunities for medical and allied health students across the vast suite of services the PYMS Health Hub will deliver.

Peel Development Commission has been assisting GP down south to put forward a Concept Brief for consideration by the Growing our South Advisory Group, with the objective of gaining their support to submit a Royalties for Regions funding submission for the project. Synergies between this project and the Peel Secure Housing and Employment Support initiative are also being explored.

Peel Clinical School

Curtin University has recently completed consultations and a feasibility study for a regional clinical school in Mandurah.

The study, funded through the Peel Development Commission's Royalties for Regions Regional Grants Scheme and the Peel Health Foundation, establishes a plan for the construction of the school in preparation for the arrival of clinical students in early 2020.



Peel Youth Medical Service Health Hub will provide a holistic facility for the region's youth.


Curtin will open a new medical school in the Perth metropolitan area, the Curtin Medical School, in 2017 with 60 places initially available, increasing to 110 places by 2020.

A clinical school is a facility located with, or near to, a hospital, catering to medical and other allied health students during practicum placements. These can range from several weeks up to 12 months.

As one of the fastest growing regions in Western Australia and one that has historically been under-utilised for clinical placements, Peel was identified by Curtin as an area of priority focus.

The feasibility study found that establishing the Peel Clinical School accommodating students placed at Peel Health Campus is beneficial and aligned to strategic objectives for both Curtin and the Peel region. The proposed School will enable medical training placements at Peel Health Campus with capacity to host students from a number of other allied health disciplines. Partnerships with local operators such as GP down south were also explored during the feasibility process.

The establishment of this School is a tremendous opportunity for the Peel and our young people. It will also have the benefit of attracting professionals to the region as a significant proportion of health professionals will return to their place of training for their future employment.

The next stage is developing the business case which will determine the scope, cost and timeframes for this project. 

MORE INFORMATION

Peel Mobile Health Service contact:
PMHS@gpdownsouth.com.au

Curtin Peel Clinical School contact:
Linda.Adnyana@curtin.edu.au

Peel Youth Medical Service Health Hub contact: eleanorb@gpdownsouth.com.au

Shire of Murray winner at WA Heritage Awards

The Shire was recently acknowledged for its exceptional efforts in preserving heritage assets; taking out the Contribution by a Local Government Award at the 2016 WA Heritage Awards.

The Shire was nominated for the award alongside the Cities of Fremantle, Vincent and Bunbury.

Shire President Cr Maree Reid was honoured to accept the award on behalf of the Shire of Murray at the awards ceremony in Perth.

"We are grateful to the Heritage Council of WA for recognising our efforts in ensuring the prosperity and longevity of our built icons within Murray," said Cr. Maree Reid.

The judges cited "Working with and on behalf of the community, the Shire has not only adopted a system-wide and integrated approach to heritage, it has directed valuable resources to, and increased budgets for, heritage management and conservation."

"The Shire has worked exceptionally hard in restoring and protecting our heritage assets, as well as establishing a strong framework to protect them for current and future generations.

"Thank you to our Councillors, Chief Executive Officer and staff for their efforts in producing our heritage framework as well as their contribution to our significant historical restoration and conservation projects," said Cr Reid.

The Shire was one of the earliest areas of European settlement in Western Australia. Settled in 1834, it has a rich cultural heritage and many places of heritage significance are still in existence. However, these places are coming under significant pressure from land development, vacancy and neglect.

The Shire of Murray is dedicated to preserving its unique heritage assets which truly represent the historically rich surroundings of the community. Commencing on several projects to identify and interpret significant heritage; the Shire is in the process of implementing a number of strategies to better manage and promote key heritage places.

The Shire has previously won the Outstanding Conservation of a Non-Residential Place Award and was a finalist for the Outstanding Heritage Practices by a Local Government and Heritage Practice by a Local Government Awards in 2013. The Shire was also nominated as a finalist in both 2011 and 2012 for the Outstanding Heritage Practices by a Local Government Award. 

Secure Housing and Employment Support Strategy Launch

WORDS & IMAGES | Kristie Tonkin,
Peel Development Commission

The Peel region has moved a step closer to employment and homelessness solutions with the launch on the 17 February 2016 of the Peel Secure Housing and Employment Support Strategy.

An initiative of the Peel Development Commission in partnership with the Peel Community Development Group and funding support from Royalties for Regions, the strategy was developed by Shelter WA in collaboration with local stakeholders.

The strategy has been developed to respond to the specific needs of the Peel community. Key elements of internationally successful models have been taken and pulled together to generate a unique local solution.

It is an innovative model that reflects the needs of our community and the priorities of the Peel Regional Investment Blueprint, particularly in the areas of Capable People and Strong and Resilient Communities.

The Blueprint recognises that ensuring that the Peel has a highly skilled workforce is not only about ensuring that knowledge, skills and pathways are available through education and training. It is also about ensuring that those people who are at risk of or who



Norman Baker, Dr Sue Fyfe and Chantal Roberts attending the launch.

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.

The conceptual model outlined in the strategy reflects a hub and spoke approach comprising a central nucleus of support services and facilities for both families and youth in Mandurah, with radial pathways leading to scattered nodes of mixed transitional housing throughout the Peel sub-regions.

The accommodation model is an expansion of the international Foyer Model where people are provided with affordable housing linked to a core focus on building aspirations through engagement in education, training and employment. Building these

aspirations is key to enabling people in the Peel to engage with the region's long term economic opportunities outlined in the Blueprint.

The proposed accommodation is comprised of a 30 bed youth facility, 30 unit family facility and additional scattered housing throughout the Peel. The Mandurah hub will include accommodation for families and youth as well as office and training spaces for service providers and space to cater for opportunities of social enterprise development.

The accommodation is supported by an integrated web of existing service providers operating within a collective impact delivery framework. It is important to note that the initiative is not seeking to replicate or duplicate existing services but rather to connect tenants with existing service providers. Centred in Mandurah the service network applies across the Peel through outreach services to major towns.

It is proposed that the model is supported by a web based case management system and an independent research and evaluation process.

The overall goal of the strategy is to establish an innovative regional approach that enables families and youth facing homelessness transition to secure housing, employment and life opportunities.

Advisory committee chair, Dr Sue Fyfe, described the strategy as a key milestone towards attracting the funding needed to build more housing for those in need.

“For a long time homelessness, in all its forms, has been recognised in our community as a significant problem in the Peel. There are too few places for people in need to live and create a future for themselves. This strategy is the next step in implementing a vision to do something real about this problem,” said Dr Fyfe.

Jackie Kernachan from Westaus Crisis shared some of her experiences as a Homelessness Support Worker and commended the strategy on its ability to link people not only to housing but to skills development and employment which will enable them to seek and maintain a private tenancy in the longer term.

Norman Baker, CEO of the Peel Development Commission, said providing pathways out of homelessness enabled people to participate in the local economy.

“I congratulate Shelter WA and the Peel Community Development Group on the model proposed in this strategy. It reflects priorities in our community. People also need access to education, training and employment opportunities balanced by support in health, counselling etc. to enable them to make the most of these opportunities. All of these priorities are not only part of this strategy, they also underpin our Peel Regional Investment Blueprint,” said Mr Baker.

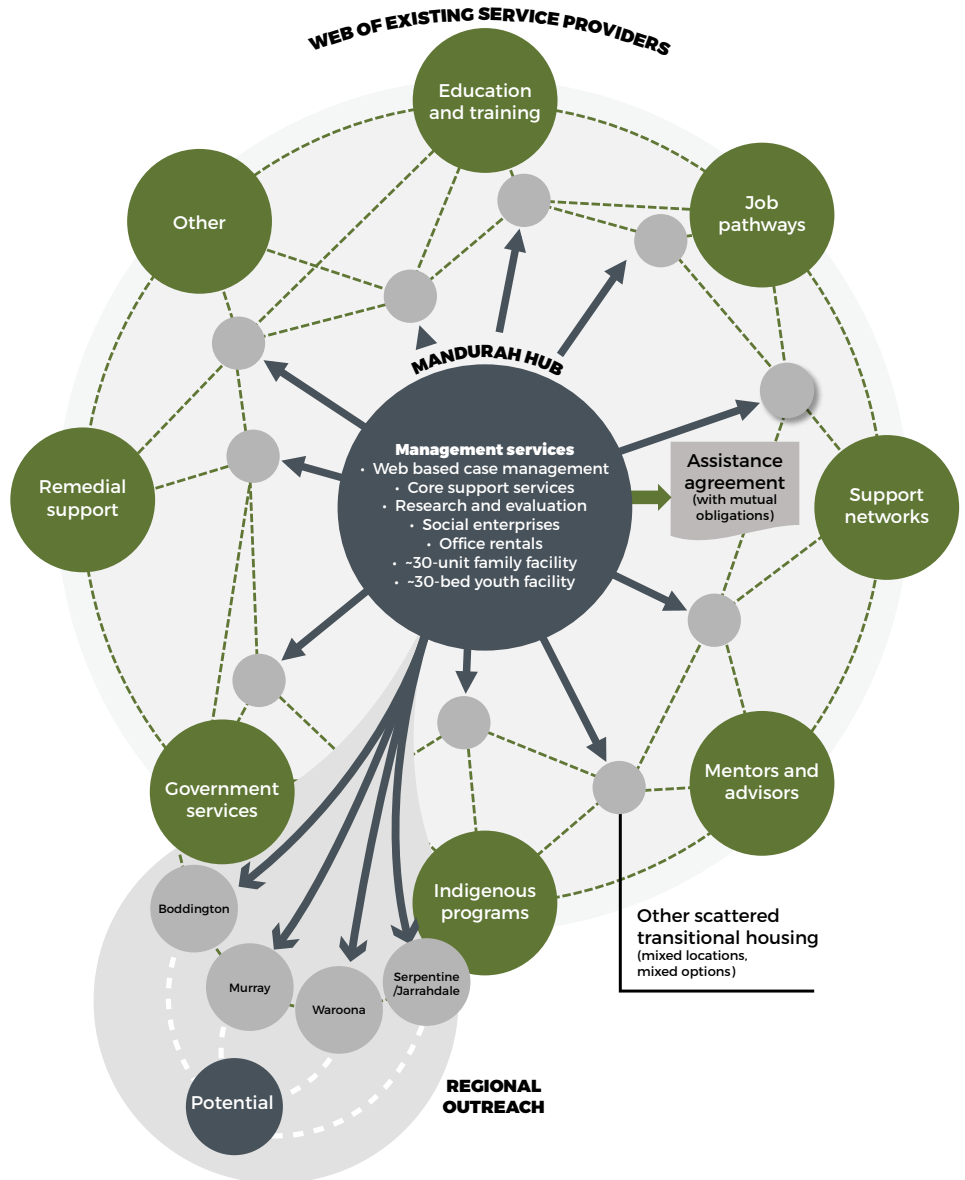


Figure 1 Conceptual model
 Source: Shelter WA

Chantal Roberts, Shelter WA Executive Officer, said the model recognised solutions to homelessness need to be built from the ground up.

“It’s essential to respond to the specific needs in a community. In this strategy, we’ve focused on integrating unique local solutions with established protocols we’ve drawn from internationally successful models,” said Ms Roberts.

The strategy was officially launched by Paddi Creevey, chair of the Peel Community Development Group, at a community event attended by approximately 40 guests at The Mandurah Performing Arts Centre. Paddi commended the efforts of the community service sector in bringing the issues of homelessness to the forefront, and their willingness to collaborate with Government to generate a unique solution for the local community.

The next phase of this project is the development of a Business Case to request Royalties for Regions funding. The business case bid will focus on the central hub, and the Commission is currently in discussion with potential partners and land owners.

The support of local government will be sought to identify potential land options for the scattered housing, identified as the spoke, and both the Housing Authority and community housing providers in building these essential housing assets.

MORE INFORMATION

The Peel Secure Housing and Employment Strategy can be viewed at www.peel.wa.gov.au

Or contact: **Kristie Tonkin, Principal Consultant industry, Skills and Regional Capability on (08) 9535 4140.**

Regional Producer Profile:

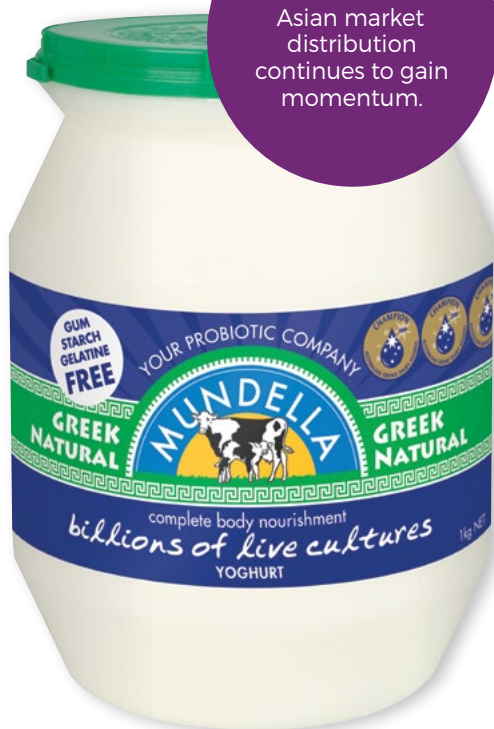
Mundella Foods

WORDS | Parisa De Jonge, Mundella Foods

IMAGES | Mundella Foods, Design City and Dairy Australia

Mundella Foods was founded by dairy farmers Peter and Anne Hector over 40 years ago, in 1974. Its factory is located in picturesque Mundijong, in the heart of the Peel region.

Mundella's
Asian market
distribution
continues to gain
momentum.



A surplus of milk production prompted the Hectors to search for an alternative use for their milk. They decided to use this excess to make a small range of soft cheeses and built a small cheese factory adjacent to their farm. With this, Mundella Foods was born.

Initially, their dairy range was limited to cottage and ricotta cheeses and supplied to local stores but as word spread of the premium nature and quality of their produce, demand grew and new products were introduced.

By the late 1980s the Hectors increased their range to include a selection of natural and flavoured yoghurts, followed, in the 1990s, by drinking yoghurts. Their portfolio was complete.

Mundella's range was soon recognised as the 'Rolls Royce' in dairy amongst its mass producing competitors and the Company upheld a dedication to quality and taste that continues to this day.

Starting out as a family run business, Mundella now employs approximately 50 staff, many of whom live within a 30 minute drive from the factory.

David Day, the General Manager of Mundella Foods, comments "Mundella's products are made in West Australia by West Australians and with West Australian milk. This is a fact that we are extremely proud of. Providing local jobs within a positive working environment is extremely

important to us, and has been since our business began.

"Our products are made from the freshest WA milk. It is all sourced from local dairy farms and reaches our factory within hours of the local herd being milked."

Mundella also plays an active role within the local community by regularly sponsoring and donating products and hampers to local sports clubs, schools, arts and crafts groups, community groups, and sailing clubs. Its factory shop wall is adorned with certificates which are proudly displayed to visitors to its store. Mundella also offers group tastings and samplings which can be booked upon request.

Mundella's extensive range of yoghurts and cheeses can be bought in Woolworths, Coles and IGAs throughout Western Australia as well as in some of WA's speciality retailers including The Boatshed in Cottesloe, Fresh Provisions in Bicton, The Good Grocer in Applecross, and Gilberts Fresh in Mandurah.

From early 2014, Mundella successfully began distributing some of its yoghurt range across Australia.

The popularity of Mundella's range culminated the following year in September 2015 when the Company signed an exciting distribution agreement with Woolworths, who now sell its 1kg Greek yoghurt range throughout their Queensland and Victorian stores. The Company is confident that the remaining states will follow in due course.

Its overseas distribution has also gained momentum since it began in 2012, and now includes sales throughout several of the competitive Asian markets, including Singapore, Hong Kong, Malaysia and Thailand.

The premium quality of Mundella's range has led to its unprecedented success over the years.

"We ensure that all of our products are made from only the highest quality and freshest ingredients. This is as important to us today, as it was in 1974. I believe that all of our success is attributable to this core belief of our business" Mr Day explained

Mundella's drive for perfection has been regularly recognised and rewarded over the years at both local and national dairy competitions.



2015 alone saw Mundella Foods awarded 10 Gold medals and 23 Silver medals in shows across Australia.

On 3 February 2016 Mundella won the coveted title of Champion Natural Yoghurt for its Greek Natural Yoghurt as judged at the 2016 Australia Grand Dairy Awards.

This is the second year in a row that the Company has won this prestigious award!

In addition, last year, the Company also won an incredible 10 Gold medals and 23 Silver medals at shows including the WA Dairy Industry Association of Australia Awards, the Dairy Industry Association of Australia Awards and the Perth Royal Show, an amazing feat for this small local dairy. Its Feta Cheese, Premium Natural Yoghurt, Greek Natural Yoghurt, Greek Vanilla Yoghurt and Greek Honey Yoghurt have all been acknowledged by judges within the dairy industry as the best of the best in 2015.

Promoting health is also important. Mundella's yoghurts are packed full of healthy probiotics, which are the friendly bacteria that help improve

your body's natural immunity and aid digestion. They are also made naturally, free from preservatives, GUM and gelatine.

Over the past 40 years Mundella has developed an enviable reputation which has led to the Company's incredible regional, national and overseas success, with Mr Day commenting, "Our aim is to become the leading producer of premium yoghurts and cheeses in Australia, and beyond. We look forward to an exciting 2016 and are confident that our local dairy will continue to enjoy future success.

"We would like to take this opportunity to thank all of our supporters in the Peel region over the past 40 years – it's been an incredible journey for our business and we couldn't have done it without you!"

MORE INFORMATION

For further information contact, Parisa De Jonge, Brand and Communications Liaison or David Day, General Manager at Mundella Foods (08) 9525 5754 or visit www.mundellafoods.com.au

The Mundella Foods shop is open on Mondays, Wednesdays, Thursdays and Fridays, between 9am-4pm, excluding public holidays.



Creating our community change through innovation and leadership

WORDS & IMAGES | Declan Conlan,
The Makers

While there is plenty of reasons to be optimistic for the future, we can't escape the facts; we are, as an adult cohort, the most in debt, addicted, medicated and obese group of adults in human history.

To add to this the Peel region faces its own set of local challenges, including high youth unemployment rate, high levels of domestic violence and an increasing challenge with the use of the drug 'ice' in our community.

If we, as a community, really want to inspire change and lead each other towards effecting change to deal with the complexities, we must take a different approach and find new ways and new approaches. Once we begin looking at issues from a different angle and working on ways to solve complex community issues in ways that haven't been done before, we start to see results.

In order to create a cohort of people dedicated to thinking differently and tackle these challenges in new and innovative ways we must focus our efforts on two key areas; leadership and innovation. If we develop leaders in the community from a young age we can ensure there are always people to get involved in community decision making and play a key role in deciding the future of our community. We can do this by effectively engaging with young people in decision making, encouraging active involvement by making them feel valued and appreciated.

As well as leadership, innovation plays a key role in talking the big challenges we are facing now, and will face in the future. Building a culture of up and coming innovators will offer a wide variety of opportunity for people growing up and living in the Peel region. This culture will help community understand that there is a realm of opportunity for them, and trades, employment or university are not the only option for them.

There has never been a better time to embrace an innovative approach and engage in entrepreneurship than now. The Peel region is positioning itself to be a leader in the field, offering incentives to the up and coming innovators and entrepreneurs in the area to stay and set up shop in the Peel. It isn't just the laid back lifestyle on offer; the Peel region has local organisations leading the way in Innovation. Some of the key local leaders forging the path in Innovation are Regional Development Australia Peel (RDA Peel), The Makers and the City of Mandurah.

RDA Peel are leading the way nationally with a huge focus on developing innovation and entrepreneurship, putting a great deal of effort into supporting the Arts and Culture sector as a key economic driver in the Peel region. Constantly offering music events, young creative groups and so much more to the community,

RDA Peel is a huge asset, and one that is truly dedicated to developing a culture around innovation, and supporting all those who wish to be involved.

The Makers are aiming to push forward into the unknown and build a culture of innovation in the Peel. The Makers are a community based non-profit operating out of their innovation hub, Make Place, in Mandurah's central business district and focus on building innovation and leadership through a variety of projects. Focusing on running YOH Fest, an arts based health festival



Member for Canning Andrew Hastie.

for high school students around Western Australia and the Northern Territory, the Youth on Leadership program, a high intensity leadership development program for roughly 30 young leaders from around the Peel region and Make Place, a co-working and innovation hub The Makers are constantly looking for opportunities to get involved in the community. Make Place itself runs a variety of additional programs, including an ongoing series of workshops developing the communities skills in fields such as computer coding and social media.

Make Place is partnering with organisations and educational institutions, with the Bendigo Community Bank- Halls Head branch, John Tonkin College, Murdoch University and the City of Mandurah all contributing through partnerships. The City of Mandurah plays a vital role in helping Make Place bring comprehensive and worthwhile programs, events and operations to the Peel region. The City of Mandurah are leading the way for local governments as a key example of what it looks like to support local innovation, offering the biggest support partnership of its kind in the state.

With these three organisations operating out of the Peel region and developing some of the best partnerships in the State, all designed to build a culture of innovation and supporting local entrepreneurs, there is no doubt that the Peel region is changing the game and leading the way for other regions across Australia.

There is so much happening in the Peel that it's easy to become distracted in what's going on without focusing on the impact of what you're doing and asking yourself who is actually listening. Only a few short months ago, on the back of the Australian Government's new agenda for innovation, Make Place hosted an innovation forum. The forum was the public's chance to get in the room with Member for Canning Andrew Hastie and Wyatt Roy, the Assistant Minister for innovation.



ABOVE: CEO of Regional Development Australia Peel, John Lambrecht, addressed the forum. RIGHT: The Makers Projects Officer Declan Conlan.




With such diverse and amazing communities the Peel lifestyle is second to none.

Throughout the morning Wyatt and Andrew spoke with over 50 community members, discussing the new strategy and its impacts on regional WA.

The Peel region was mentioned throughout the discussion as a leader in the field and an example of opportunity. The forum acted as an important reminder to all entrepreneurs and innovators in the region, people are listening, and we are clearly being noticed as a region for our huge potential.

The key to building a stronger future for communities across the Peel region is developing innovation and leadership from an early age. With such diverse and amazing communities the Peel lifestyle is second to none. We have every ingredient needed to develop a strong engagement in innovation, with amazing organisations doing everything they can to put their best foot forward and constantly strive to do better, further highlighting that the Peel region is an exciting community to be part of.

In the coming years the region will develop and build on a strong culture for innovation whilst developing the next up and coming leaders and decision makers in our communities. We have an amazing lifestyle, hardworking and dedicated organisations committed to effecting change, friendly and passionate communities and people that are willing to listen.

There is a lot of work still to do, but we've got the right people for the job, so let's get to it. 

MORE INFORMATION

For further information contact Declan Conlan at The Makers. Email Declan@themakers.org.au call **0468 644 864**. See The Makers at Shop 17, 38 Mandurah Terrace, Mandurah 6210 or visit www.themakers.org.au

Alcoa celebrates one billionth milestone

IMAGES | Alcoa of Australia

Alcoa's workforce is celebrating an historic milestone after achieving one billion tonnes of bauxite mined, following 53 years of operation in Western Australia.

President Alcoa Mining Garret Dixon saluted the hard work and tireless efforts of past and present employees who have worked across its mining operations at Jarrahdale, Huntly and Willowdale.

"We're very proud of this achievement and also our decades-long, internationally recognised land rehabilitation program – one of the most critical parts of the mining process which sees jarrah forest ecosystems restored," said Mr Dixon.

Mr Dixon said Alcoa had built a world-class integrated mining, refining and smelting system in Australia with a strong sustainability record.

President Alcoa Mining Garret Dixon (left) and Huntly mine's Jim Blacklock celebrating the one billionth milestone with mining employees.

"In Australia, our bauxite is used to produce alumina to supply approximately eight per cent of world alumina demand and we make alumina as low as one third of the greenhouse footprint per tonne of product of some of our Asian competitors," he said.

Alcoa's value-add refining and smelting businesses in Australia meant the company has made a significant economic and social contribution. Adding to this, the mining business will realise the opportunity to export bauxite into new markets in 2016.


"Alcoa injects billions of dollars each year into Peel and South-West communities, the State and the nation. In Western Australia alone, we employ approximately 4,000 people and inject more than \$2.2 billion per annum in local procurement and payroll. We also invest millions of dollars and thousands of volunteering hours each year into local community groups and projects."

"We thank all our local communities, suppliers, contractors and government stakeholders for their support."

The company celebrated its success with past and present employees, key stakeholders and the Hon Nigel Hallett MLC, representing Premier Barnett, at a special event in Mandurah in February. Huntly mine's Jim Blacklock, Alcoa's longest serving mining employee, also joined the celebrations.

"Since joining the company in December 1971 (44 years ago), I've seen huge change," said Mr Blacklock.

"The automation of processes and the volume of production are what impress me the most. But by far it is the people who have given me the greatest enjoyment; they're brilliant," he said.

Alcoa named a mining road after Jim Blacklock in recognition of his commitment to the company. Other long-serving employees have had roads named in their honour too, with Alcoa's first WA Manager of Mines, Jim Langford, having the popular Langford Park, located at Alcoa's rehabilitated Jarrahdale mine site, named after him. Langford Park opened in 1975 and is a popular family picnic spot with mountain bike and bridle trails. 

Jim is Alcoa's longest serving mining employee, having worked for the company for 44 years.





After the fires

Waroona recovery

WORDS | Mia Lacy

IMAGES | Drakesbrook Fine Wines, Lake Navarino Holiday Park and Forest Edge Recreation Camp

Visitation impact

Although the fires spared Waroona's neighbouring towns of Pinjarra and Dwellingup, the popular destinations are experiencing low visitation because of perceptions that Lane Poole Reserve was severely impacted by fire.

Lane Poole Reserve covers 55,000 hectares and all nine campgrounds and both day use areas in the Reserve were not impacted and are open for visitors. Way-marked walking trails within the reserve, namely Island Pool, Xanthorrhoea and Chuditch, are all unaffected however one of the mountain bike trails, South Shore, is presently closed. Visitors are encouraged to check campground availability through the Parkstay website to book campgrounds in Lane Poole Reserve. The newly opened attraction Trees Adventure at Nanga Townsite is operating as normal.

The town of Dwellingup was not impacted in any way by the fire and businesses are operating as normal. These include Hotham Valley Tourist Railway, the Forest Heritage Centre, the Blue Wren Café, Mteez Food and Fashion, A Touch of Aroma, With Love by Bec, Dwellingup Arts Collective, Dwellingup Hotel and Dwellingup Adventures.

Pinjarra was out of the fire zone and was not directly affected. All businesses are operating as normal. These include Edenvale Homestead, Peel Zoo, Old Blythewood, Pinjarra Bakery and Redcliffe on Murray.

Tourists and locals are encouraged to support these businesses by planning a visit to the towns.



The Bibbulmun Track is open from Perth to Dwellingup however a section is closed between Yarragil Form and Driver Road. From Driver Road to Collie the Track is open including the three campsites along this section. The Munda Biddi Trail is closed between Nanga and Lake Brockman – Clarke Road (Logue Brook) including one hut.

For current information on WA parks, Munda Biddi and Bibbulmun Track, visit www.dpaw.wa.gov.au/parks/alerts-and-updates. The King Jarrah walk trail is currently closed and the Captain Fawcett 4WD Track is also closed. Work is underway on clearing and it is hoped it will be completed in the next few weeks.

After the fire

Waroona today

Waroona's recovery is a process.
Re-confidencing is a part of it.

Lake Navarino Holiday Park's Facebook page told the story. 'Any idea when we can come back to the water?' an enthusiast posted.

The Park's response was to say they had tree surgeons working in the area to assess and clear damage before reopening the roads. It was quite a change from the previous year, when the dam and weir rang to the sounds of summer and families pitched their tents on the lake's edge and filled their boats with diesel and their Engel fridge-freezers with produce from the local supermarket.

People come to the Waroona district for the water activities – and the scenery. Domestic tourism is the lifeblood here, and the veins were flowing to a different beat.

The Drakesbrook Hotel Motel (universally called the Tavern) and the 'old pub' – The Waroona Hotel – had been booked out by workers in the aftermath and mop up of the devastating bushfires. The local supermarkets and service stations were busy – but with different customers to last year.

Waroona is definitely open for business. Tourism operators like The Cream Shed and Drakesbrook Antiques & Collectables, and of course the lovely Waroona Visitor Centre and Gallery, are welcoming visitors, as are the town's cafes and taverns.

And, happily, the new owners of Lake Navarino Holiday Park (since 23 December 2015) were able to reopen in early March with their accommodation, camping and recreational facilities all available for guests again.



"We still had 50% of our infrastructure," explains Linda Elliott. "Regrettably our restaurant – as well as our office – was burnt to the ground so that facility will remain 'offline' for longer".

Forest Edge Recreation Camp's Facebook page tells another positive story. 'Feeling grateful' is the smiley tag on one post, and another one is all about 'celebrating'. Owner Graeme Watson had had a major birthday just after the bushfires decimated the business and the post proclaims





MAPTO, DPaW, Experience Perth, Tourism WA and the Shire of Murray worked to ensure visitors were aware that Dwellingup and surrounding areas were still open for business.



"Today our Forest Edge family celebrate the 50th birthday of 'Watto' – our husband, dad, boss, leader and most of all, friend and mate. So much admiration for you and your strength and capacity to...."Rise up, start fresh and see the bright opportunity in each NEW DAY".

Recovery is a process. Re-credencing is a part of it. Friends have kicked off support initiatives, including Go Fund Me which has been a valuable backstop in the aftermath of the destruction to the Watson's popular recreation camp.

The Watsons had only just announced the greenlight for their newest project adjacent to the highly awarded Forest Edge Recreation Camp – a dry snow sports facility to be the first in WA – when the bushfires altered the course of their future.

"It is still in our hopes and dreams to build Dry Snowsports WA, however with the major loss of Forest Edge Recreation Camp infrastructure, we may no longer be able to fund this new development on our own as planned," said Graeme. "It will take time, energy and a lot of resources to get back on track and we are so



Community support has been greatly valued by all of the businesses in the days and weeks following the fires.

sorry for the many people who have been negatively affected by this – our family, staff, friends, clients, schools, students and local community."

The Dry Snowsports WA facility proposal had just received Waroona Shire Council approval and had been very well received by the local community.

Sonia Watson said the recovery was a work in progress, and that the family was thankful when utilities such as telephones, power, water and internet access were restored.

"The help and support we've received from so many sources has been heartening. Players from the Peel Thunder football team came to help make the area tidy and safe, we've had all sorts of volunteers and our friends and family have been amazing. We are still taking things one day at a time, but our goal remains unchanged: we want to reopen Forest Edge Recreation Camp in January 2017 and the Dry SnowSports WA facility the following year."

Drakesbrook Fine Wines is another business which received the full brunt of the fires with a family friend and colleague establishing a Go Fund Me crowd funding campaign.



Open for business

Lake Navarino Holiday Park
(08) 9733 3000

Drakesbrook Fine Wines
0427 944 503

Waroona Visitor Centre & Gallery
(08) 9733 1506

The Cream Shed
(08) 9733 1371

Drakesbrook Antiques & Collectables
(08) 9733 1240

Drakesbrook Guesthouse
(08) 9733 1245

Footprints at Preston Beach
(08) 9739 1111

Drakesbrook Hotel Motel
(08) 9733 1566

The Country Café
(08) 9733 3155

Langford Hill Riding Farm
(08) 9733 1455

Pinjarra Bakery Waroona
(08) 9733 2278

Hairy Lentil Cafe
0466 824 633

Lena's Kitchen
(08) 9733 1350

Tippytop Bed & Breakfast
(08) 0414627866

Waroona Hotel
(08) 9733 1232

Waroona Roadhouse
(08) 9733 1294

Preston Beach General Store
(08) 9739 1444

The Worthington's family business, comprising vineyard, olive grove and orchard have all been destroyed by what has been described as "one of Western Australia's worst fire disasters".

The fires have wiped out the 2016 vintage, with damage to a significant portion of the vineyard and infrastructure including the irrigation system to water the vines. Unfortunately, this follows the loss of their entire 2015 vintage to the Boddington fires when smoke settled over the vineyard for seven consecutive days. The cost to clean-up, repair and rebuild following this most recent fire is thought to be around \$1 million.

"We are thankful to have some insurance that will contribute to the recovery, but it won't cover all the damage caused by the fires," said Bernie Worthington.


The Worthington's are passionate about the Peel region and all it has to offer. Bernie states that the family wants to get back to creating their vision for the land, and fulfil their dream of having a cellar door, hospitality destination and sanctuary for endangered birdlife on the property so that they can continue building on the past 17 years of work so far.

"The business is what keeps me going. My wife Trisha and I love the land and working with the local community to really build the opportunities in the region. Trisha had even taken long service leave this year so we could get the cellar door up and running. We have been overwhelmed by the community support. We do not want the fire to destroy our future."

The future landscape of Waroona will be determined by the locals and how the land they cherish regenerates. Right now, they are looking to that future and tourism will play a key role. Upcoming events such as the All Australian Car Day and the Vintage Machinery Show, the Sea to ART exhibition as well as the popular, Waroona Show, are all being organised by townfolk and volunteers.

Volunteers played highly significant roles in the aftermath of the fires. Members of BlazeAid, a volunteer-based organisation that works with families and individuals in rural Australia after natural disasters such as fires and floods, have rebuilt thousands of kilometres of fencing and aided private landowners in essential emergency repairs and restoration.

Community cooperation was at the forefront in repairing the damage sustained by the Waroona Showgrounds when they became the base for all emergency services' activity at the height of the fires. This even extends to special arrangements being made for the Waroona football team to play the early part of the season as away games while repairs to the oval are completed.

Peel Development Commission chairman Paul Fitzpatrick, who has strong family ties to the Waroona district, hosted a Commission Board meeting at Waroona in February. "We are all extremely concerned for the wellbeing of the citizens of Waroona, Hamel, Yarloop and the district. The impact has so many layers and levels," he said. "Of primary concern is mental and physical wellbeing of the people affected, and we are keen to support the economic redevelopment, training, education and re-establishment of infrastructure. Tourism has a key role to play going forward: it is one of the five themes identified in our Peel Regional Investment Blueprint. The Waroona district's attractions are integral to the network of natural adventures that attract visitors and enable them to engage with the Peel's natural and built attractions in a sustainable manner." 

MORE INFORMATION

For information visit contact the **Waroona Visitor Centre and Gallery on (08) 9733 1506, say hello at 37 South Western Hwy, Waroona WA 6215, email visitorcentre@waroona.wa.gov.au or visit: www.facebook.com/waroonavisitorcentregallery**

Visit www.gofundme.com for donation information.

WORDS | Janine Hatch, Peel Development Commission
IMAGE | Peel Development Commission

The Peel region has a number of competitive advantages which will enable **excellence in tourism.**

Tourism Economic Development Strategy

The Peel Tourism Economic Development Strategy project has been identified by the Peel Development Commission and its stakeholders as a priority action in the implementation of the *Peel Regional Investment Blueprint* (Blueprint).

By 2050, the Peel is expected to be one of the most populated regions outside of Perth with a projected population in excess of 444,000. To support a population of this size, the Peel needs to build an economy that incorporates many industries, adopts an innovative approach to business, and has a highly skilled and high performing workforce.

Baseline data for 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 2.2 million intrastate daytrip visitors in 2014. Together, these visitors spent an estimated \$408 million in the Peel, accounting for 8.6 per cent of total visitor spend in regional

Western Australia, and 4.8 per cent of total visitor spend in the State¹.

The region has a number of comparative advantages which will enable excellence in tourism:

- A vast and diverse natural resource base which holds significant new opportunities in adventure tourism.
- Proximity to the Perth metropolitan area and linkages to the South West region for broad connectivity and development, aided further with access to overseas tourists through port and airport facilities.
- An existing road infrastructure network that facilitates connectivity between natural adventures.

The Blueprint highlights two key tourism focus areas:

1. To grow the Peel tourism economy through infrastructure investment and product diversification; and
2. To create a network of diverse adventures which attracts visitors and extends their stay.

As a first step, the Peel Development Commission has engaged Markettrade Consultancy to deliver a tourism economic development strategy that will provide a vision for economic development through tourism in the Peel. The strategy will align with the

adventure theme for the Peel and identify enabling infrastructure.

The Steering Committee which oversees this project has representation from the Peel Development Commission, Tourism Western Australia, Mandurah and Peel Tourism Organisation, Peel Chamber of Commerce and Industry (Tourism), Regional Development Australia – Peel, Department of Parks and Wildlife, Department of Sport and Recreation and the five Peel local governments.

As well as undertaking a desktop review of existing strategies, Markettrade has conducted over 50 stakeholder interviews and conducted five workshops across the region.

The Peel Tourism Economic Development Strategy, including a regional tourism infrastructure plan, is expected to be finalised in May 2016.

MORE INFORMATION

Please contact the Peel Development Commission on (08) 9535 4140 or peel@peel.wa.gov.au

¹ Tourism WA, Peel Overnight Visitor Fact Sheet Year Ending December 2014.



Perth and Peel Green Growth Plan for 3.5 million



In May 2015 the Western Australian Planning Commission (WAPC) released the draft *Perth and Peel @3.5 million* sub-regional planning frameworks for public comment, and these are currently being finalised.

In December 2015, the State Government, through the Department of Premier and Cabinet, released the draft *Perth and Peel Green Growth Plan for 3.5 million* for public comment closing on 8 April 2016.

The 'Green Growth Plan' has involved unparalleled collaboration across State Government agencies to produce a truly 21st century approach to planning and development – and it delivers two critical outcomes:

1. Cutting red tape in securing Commonwealth environmental approvals and streamlining State environmental approvals; and
2. Unprecedented protection of our bushland, rivers, wildlife and wetlands.

The 'Green Growth Plan' has a number of 'Action Plans' which deal in more detail with specific aspects of the Plan.

For example Action Plan H sets out the proposals for the conservation program for Perth and Peel, and included in the proposals are:

- 170,000 hectares of new and expanded conservation reserves in the Perth and Peel region (see Figure 1). This includes establishment a Peel Regional Park as well as a marine management area for the Peel Harvey Estuary and tributaries to improve protection of this internationally renowned wetland systems,

- Implementation of critical steps to cut nutrient run-off into the Swan Canning and the Peel Harvey estuaries, and ensure the health of these systems over the long term, and;
- Implementation of a program of on-ground management to improve the protection and management of threatened species, wetlands and threatened ecological communities.

MORE INFORMATION

For more detail visit www.dpc.wa.gov.au

WORDS | David Arkwright, Peel Development Commission

IMAGES | Peel Development Commission

The State Government is proactively planning for the future of the Perth and Peel region as the present-day population of just over 2 million is expected to increase to approximately 3.5 million by the year 2050.

It took 180 years for the population of the Perth and Peel region to get to 2 million, and it is likely that it will only take another 30 to 35 years to add another 1.5 million.

Supporting this growth and delivering an efficient and liveable urban complex, whilst protecting our unique natural environment is a significant challenge.

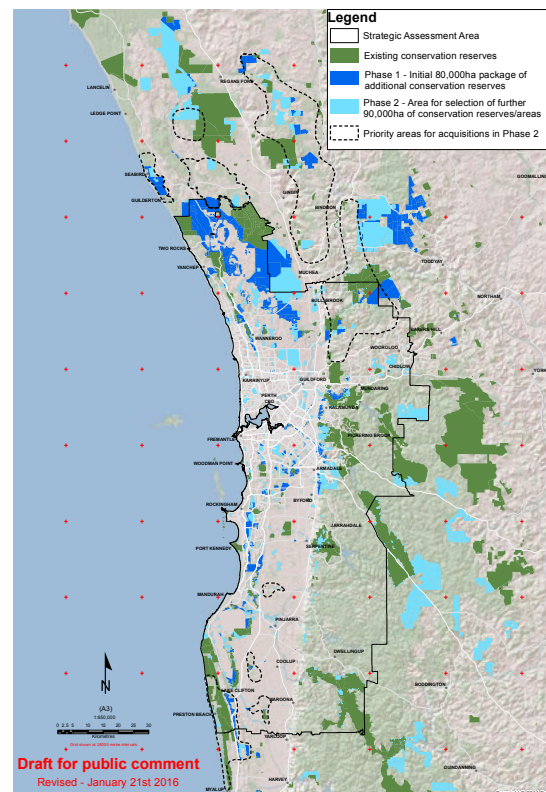


Figure 1 Conservation Reserves map
Source: Perth and Peel Green Growth Plan for 3.5 million. Department of Premier and Cabinet.

Board Q&A

WORDS Dr Peter Hick

IMAGE Peel Development Commission

In this edition we talk to Board member Dr Peter Hick, a seasoned professional who has experienced a balance of academic and corporate life over many years. Scientist, author and active community member, Dr Hick recalls his longstanding connection to the region and identifies what he views as fundamental issues to address, in order to secure the future of the region.



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

Our family first had holidays in Mandurah in the early 1950s and my father bought blocks on the Serpentine River, just up stream from Cooper's Mill in about 1956. This is where my wife and I built our first holiday home in 1976 at a time when the eutrophication in Coodanup Bay was at its worst, mozzies carried you away, but the crabs were delicious. Our three children grew up loving the river and estuary and all that it entailed. At the same time, much of my research in CSIRO was centred on the environmental and hydrological issues of the Peel region and the catchment. We moved to Port Mandurah permanently when I retired in 2001 and have been involved in groups such as Peel Harvey Catchment Council, Port Mandurah Residents Association along with other local activities ever since.

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

I have been fortunate to have had a balanced mix of academic and corporate experience in my working life and have always taken a particular interest through family connection to the now 'corporate giant' Wesfarmers. One can learn much from such a company that has true culture within its Board and a clear vision of positive returns to its stakeholders. It is no accident that Wesfarmers kept out of the excesses and damage of the eighties and grew from a struggling farmers' co-operative to a well-respected, publicly-listed blue-chip. The rules are just the same, irrespective of the entity. We should never lose sight of culture in our activities and respect for our stakeholders.

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

My hope for the Peel region is based on us all recognising the bio-geographical assets that provide the sustainable differences that are critical to inevitable development. For example, we must maximise the advantages to residents, regular visitors and tourists by carefully managing our 200km of coastal and Ramsar-listed estuarine waterside lifestyle assets; we must value and consolidate local rural productivity, while limiting nutrient exports of the coastal plain; we must minimise degradation of the fragile elements of the hydrology of the high rainfall escarpment; and also, encourage township and community development based on benefits of mining and agriculture beyond and below the escarpment.

Reinforce the perception that 'whole of life' opportunities are here in the Peel region. Dispel the myth that the region is a bimodal demographic of


young families and retirees. Despite being well catered for schools, the tertiary training and higher education and employment opportunities are limited, the effects of the recent shortage of trades and professional skills required for the highly cyclic exploration, mine expansion and post-mining mitigation industries could be better matched to suit the production and tourism initiatives in the region. Agricultural education opportunities are now sadly lacking in WA.

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

Our proximity to Perth is both a strength and a weakness. Despite the inevitable consequences of the major recent government infrastructure investments (Mandurah Rail, Forrest Highway and faster broadband), I feel that the Peel region should consider practical ways to resist the dormitory mentality of southern urban sprawl and through a deliberate emphasis on 'East-West' thinking as well as 'North-South'. For example, educational planning should ensure that maximum opportunities are available in the Peel region for a wider range of secondary and tertiary education and training so that students do not have to leave the area, especially when those skills are needed and are linked to the region's bio-geographical assets.

The creation of a world-class Peel Waterways Institute to provide leadership nationally on estuarine and waterways management can be a reality. Our waterways are a microcosm of estuaries world-wide and the knowledge and opportunities we have gained here have national and world-wide applications.

W What do you do in your spare time?

Sorry, don't have any! 

Staff profile **Q&A**

WORDS Norman Baker and Kristie Tonkin

IMAGES Peel Development Commission

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

Introducing Norman Baker, Chief Executive Officer



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

As the Chief Executive Officer for the Peel Development Commission, my role is to administer the day-to-day operations of the Commission to ensure that the strategic objectives as outlined in our three year strategic plan are achieved. These strategic directions are aligned with the functions as defined in the *Regional Development Commissions Act 1993* and include:

- Maximizing job creation and broadening the economic base of the region;
- Identify infrastructure that promotes economic and social development for the Peel region; and

- Provide information and advice to promote business development within the region.

I perform this role with the guidance of a Board comprised of local government members, community members and members directly appointed by the Minister for Regional Development.

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

Of all the regions of Western Australia, the Peel region is unique in that it is on the perimeter of the Perth metropolitan area. This means that residents can not only enjoy the natural amenities found within the Peel region, but we also have easy access to all of the social features inherent within a capital city.

We also have a rapidly growing population, which is not the case in most regional areas. As a result, the Peel does not have to focus so much on strategies to attract residents and workers, but more on how to build a vibrant and sustainable region in order to retain population.

The biggest challenge around population growth is the significant additional jobs needed for that growth. Directions 31 predict Peel's population will grow to 188,400 by 2031 and that 24,000 new jobs will need to be created; above and beyond those jobs created through natural population growth.

In order for the Peel to achieve the changes it is seeking over the next 20-30 years, the Peel Regional Investment Blueprint focuses on goals and strategies encompassed within five themes that are considered pivotal to the Peel's future.

Q What is your favourite Peel discovery?

Wow, what a difficult question, there's just so much to love about the region. The beaches and ocean are world class, I love mountain biking around Dwellingup and Turners Hill and I'm really hoping Forrest Edge are successful in re-building their non-snow dependent ski field in Waroona – that will be a great tourist attractor for the region and so much fun.

I also love the culinary delights in the region, from fine dining at the Redmanna Waterfront Restaurant, handmade chocolates by Decadent C's to a big hearty breakfast at the Jarrahdale Café.

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

Well, ideally running a dive shop in the Maldives, but unfortunately I still have a few mortgages to pay off! Given I've only been at the Commission now for approximately six months, I would ideally like to spend at least five years here and lead the agency to achieve a number of the goals as set out in the Peel Regional Investment Blueprint. Achieving these goals will add real value to the region – both economic and social – and it is this that motivates me the most. Beyond that, perhaps a senior position elsewhere in State within Local Government, or alternatively, working overseas again as we loved the four years we spent working and living in Abu Dhabi (United Arab Emirates).

Q How do you like to spend your spare time?

My family and I are keen travellers and recently returned from three weeks in Austria and Italy skiing the Dolomites over the summer break. Skiing has certainly become a passion over the last five years but at best I'm

an intermediate level. Before that, my wife and I scuba dived a lot and the Maldives has to be the most beautiful underwater environment I've ever dived in. The Maldives are my version of paradise! If I can only afford to do go on a scuba diving holiday and a skiing holiday once a year I'd be a very happy man.

Other than that, I like to keep active and regularly run, gym, cycle, mountain bike and paddle. I also love participating in adventure races such as the Blackwood Marathon and the Augusta Anaconda Challenge.

Introducing Kristie Tonkin, Principal Consultant Industry, Skills and Regional Capability



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

Having been in the role of Principal Consultant Industry, Skills and Regional Capability for just under

twelve months, I am pleased to say that I can now articulate to others what it is that I do! My role involves liaising with local government, not for profits, industry and the community to identify and develop initiatives that grow the Peel's economy and develops its communities.

I currently have a focus on initiatives that meet the goals of the Strong and Resilient Communities and Capable People themes of the Peel Regional Investment Blueprint.

Q What brought you to the Peel region?

I have been visiting my parents in the Peel region for over twenty years and got married at my Dad's property in Ravenswood. When my husband gained employment with the Department of Fisheries seven years ago we put Peel as our number one choice due to proximity to family, Perth and the natural attractions of the region. We are now well settled into the Peel lifestyle, have made some wonderful friends and found an impressive school for our kids.

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

Having worked in Fremantle for some time I love only having to drive 20 minutes to work. More importantly,

I am continually impressed by the professionalism and capability of my colleagues and those who partner with the Commission. Also the diversity of my role and the view from the Commission office are great benefits!

Q How do you like to spend your spare time?

Most of my spare time is spent with my children and husband around the house and in the great outdoors. We regularly frequent many Peel beaches, go boating in the Estuary or take a drive to explore the Peel, Perth and South West. I also enjoy dining out with friends and an early morning swim, bike ride or HIIT class in the park.

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

The lifestyle, abundance of natural attractions, mix of vibrant urban and rural locations, and the growing community drive to make the Peel an even better place to live and work.

Tourism Excellence 

In the next edition we will be looking closely at the region's network of natural adventures that attracts visitors and enables them to engage with the Peel's natural and built attractions in a sustainable manner.





Recipes

Cobblers Tavern

Blue manna crab cakes

Chef: Felicity Evans

SERVES 4

To make the patties

Ingredients

450g cooked and flaked Snapper
150g cooked blue manna crab meat
1 tsp grain mustard
1 tsp chopped dill
1 tsp chopped basil
3 tbsp chopped chives
100g good quality mayonnaise (or you can make your own as Cobblers do)
½ cup fresh breadcrumbs
Salt and pepper to taste

Method

Mix all ingredients well, check the seasoning and then form into patties. Place into the fridge to set.

The crumb

2 eggs lightly beaten
Plain flour
Breadcrumbs
500ml milk

Method

Whisk the milk and egg together. Place flour and breadcrumbs into separate bowls. Run the patties through the flour, then egg wash, and then finally crumb.

To cook

Heat 2cm of vegetable oil in a large pan over medium heat, fry the crab cakes for 1-2 minutes each side until golden brown.

To serve

Serve with spiced avocado salsa and crème fraiche.



Blue manna crab cakes.

WORDS & IMAGES | Cork and Cheese, Cobblers Tavern, The Peninsular, Gezellig Restaurant and The Bridge

The Peel region is famous for its blue manna crabs, so famous that the City of Mandurah recently hosted the 18th annual Mandurah Crab festival.

Blue swimmer crabs can be caught easily usually during summer from late January to April. Brilliant blue in colour, when the crabs come out of the water they look magnificent in the sunlight, but care must be taken when handling them and it should be noted that netting for crabs is illegal unless you have a license.



Crab spaghetti.

The Peninsula

Crab spaghetti

Chef: Kevin Beardmore

SERVES 1

Ingredients

80gm blue manna crab meat
1 tbsp minced garlic
1 tsp minced hot chilli
150ml white wine
160ml tomato sugo
80g angel hair pasta (4-5 minutes cooking time)
Maldon sea salt to taste

Method

Lightly sauté garlic, chilli and crab meat. Add white wine and reduce by 70%.

Place pasta in salted water for 2-3 minutes and add tomato sugo to blue manna crab and wine.

To serve

Add pasta to sauce, place into a shallow bowl, season to taste and garnish with chopped Italian parsley.



The Bridge

Chilli crab

Chef: Jayson Blanas

SERVES 4

Ingredients

2kg (8 whole blue manna crabs) cut in half and washed

4 large chillies (cut)

8 large ripe tomatoes (diced)

4 spring onions (cut and separated, keep the green part for garnish and the bottom part for sautéing)

2 cloves garlic (minced)

2 tbsp cooking oil

2 tbsp olive oil

Dash of white wine

1 tsp sugar

Salt and pepper to taste

Method

Cut crabs in half then wash. Use heavy bottom pot to maintain heat. Sauté spring onions, chillies, garlic, then add tomatoes until thick and saucy, deglazed with white wine. Add crabs and cover with sauce. Cover for 5–8 minutes in medium heat. Season to taste, add sugar to balance seasonings.

To serve

Garnish with spring onions and serve with fresh garlic bread.



Chilli crab.



Beerstein crab.

Gezellig Restaurant

Beerstein crab

Chef: Amanda Von Paleske Brewer

SERVES 2

Ingredients

2 cloves garlic

2 spring onions

3 stalks coriander

3 stalks parsley

1 chilli

1 tbsp of capers

100g red capsicum (julienne)

100g tomato (julienne)

1 x 330ml beer

½kg blue manna crab

200g cleaned mussels

Method


As the crabs are fresh, its important to place these in the freezer for ten minutes. This will

put the crabs to sleep. Crack open crab, rinse out lungs.

In a pan, sauté onions, garlic, capers and chilli. Slowly reduce on a low heat. Slowly add beer, followed by mussels and wait until they start to slowly open. (Pan can be covered with a lid).

Place crab into the pan with mussels and cook for approximately 4–6 minutes. You will know when the crab is ready as the colour will change from blue to red.

To serve

Plate up and garnish with fresh parsley, coriander, spring onions, julienne capsicum and tomatoes. To finish this dish is best served with a piece of fresh sourdough loaf. 



Did you know?

Blue swimmer crabs are sometimes called 'blue manna'. In WA, they can grow to have a carapace up to 25 centimetres wide and a claw span up to 80 centimetres. The biggest blue swimmer crab caught in WA weighed more than a kilogram. These crabs belong to the Portunidae family, which also includes other large, edible crabs found in Australia such as mud crabs. Crabs from this family can usually be recognised by their flat, disc-shaped hind legs, used as paddles for swimming and by the nine spikes, called horns, along their carapace, either side of their eyes.

Source: www.fish.wa.gov.au



Peel Development Commission

45 Mandurah Terrace (PO Box 543)
Mandurah Western Australia 6210

Phone: (08) 9535 4140
Fax: (08) 9535 2119
Email: peel@peel.wa.gov.au
www.peel.wa.gov.au

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