

# Transform Peel

an integrated approach to building regional resilience

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## Summary

Transform Peel comprises a 28,000 ha Peel Food Zone, a 1,000 ha Peel Business Park and the Peel Integrated Water Initiative. It's a 35 year program which will have an estimated economic output of \$16 billion per annum by 2050. The activation of Transform Peel has commenced with the announcement in April 2016 of \$49.3m from Royalties for Regions.

Project estimated economic output of **\$16 billion** p.a. by 2050!

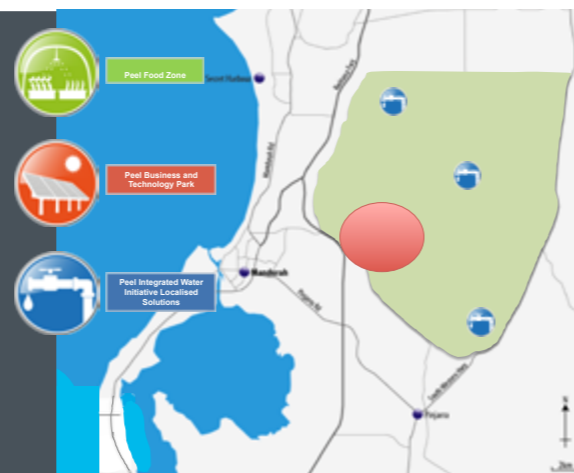


Figure 1 Transform Peel precinct. Source: Peel Development Commission

Committed funding of **\$49.3 million** from Royalties for Regions



## How will Transform Peel be funded?

The overall cost of "activating" Transform Peel is estimated at \$68.8 million in the business case prepared for State Government by the Commission. Funding of \$49.3 million from Royalties for Regions has been confirmed (April 2016) to deliver key headworks infrastructure into the Peel Business Park and undertake design of the Peel Food Zone and Integrated Water Initiative. A further \$20 million is being sought for the complete activation, at which point it is expected that private sector investment will drive the program.

Estimated export value of **\$1.8 billion** per annum outcome



## Who is responsible?

The Peel Development Commission advocated the project and prepared the business case in collaboration with CSIRO, City of Mandurah, Department of Water, Department of Agriculture and Food WA, Food Fibre Timber Industries Training Council, LandCorp, Peel-Harvey Catchment Council and Shire of Murray.

A Program Management Office (PMO) spearheaded by the Commission will be established to oversee the program. The PMO will set up 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. These will attract investment into food processing, food manufacturing, transport and logistics, light industrial and commercial enterprises.



## When will TP happen?

Activation of the Peel Business Park is a priority. Initially, the development of common-use headworks infrastructure will allow for the first 74 hectares of developable land at the new Peel Business Park to be marketed by 2021, and a further 120 hectares of developable land will be ready by 2031.

The focus in the Business Park will be on the attraction of food manufacturing and processing industries, logistics enterprises and supporting commercial and light industrial activities.

By 2021, the Peel Food Zone will be planned and operational to receive investment into food production enterprise and will have essential supporting infrastructure in place.

The Peel Integrated Water initiative (PIWI) will have developed a new and innovative approach to integrated water management in the food zone by 2021. This will enable an ongoing program of development of new sustainable water resources to support development in the region as well as reducing nutrient flows across the program area by up to 50%.

Across all three elements of Transform Peel there will be a strong focus on research, innovation and technology and the PMO will be specifically tasked with establishing an enterprise competitiveness support program.

**33,100** local jobs across diverse sectors.



## What are the anticipated Transform Peel outcomes?

By 2050, when Transform Peel is expected to be fully developed, it is estimated it will deliver the following major 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 Nambelup of \$2.5 billion;
- Land tax contribution to the State of a minimum of \$100,000 per annum from developed lots



**Food Zone**  
28,000 ha



**Business Park**  
1,000 ha



**Integrated Water Initiative**



## What is Transform Peel?

Transform Peel is the overarching name for a development program at Nambelup in the Murray Shire of the Peel region. It comprises three integrated, strategic elements: a 28,000 ha Peel Food Zone, a 1,000 ha Peel Business Park and the Peel Integrated Water Initiative. It is a 35 year program which is expected to derive \$16.2 billion per annum in economic output by 2050. Transform Peel is devised, developed and delivered by the Peel Development Commission.



## Why is Transform Peel important?

It caters to a rapidly increasing population (growing from 130,000 to 440,000 by 2050), achieves better environmental outcomes for the Peel Harvey catchment and estuary, and secures food production for the Metropolitan region and for export. It answers imperatives of diversifying the Peel economy, creating jobs, improving competitiveness, fiscal sustainability and delivering innovation. It is unique and ambitious – the focus on sustainable food and water supplies for the region makes it unlike anything previously conceived.