Peel region wins WA’s Celebrity Signature Dish

Thriving industry: Transforming Peel’s workforce to meet future opportunities

Organisational excellence; what it means for regional business
How we manage Peel’s water in the future is everything. That’s why we are creating the Peel Integrated Water Initiative today; climate and seasonally independent water sources, supporting future development with sustainable practices and reducing nutrient discharge into the Peel-Harvey estuary. We’ll keep you posted at www.transformpeel.com.
Chairman’s Welcome

On 1 July 2017, the Peel Development Commission began a new era. Our stated vision, that the Peel is a progressive, prosperous and dynamic region with a culture of care, is now aligned with the State Government’s refreshed approach to regional development.

The government’s enhancements to the State’s public sector mean we are now a part of the Department of Primary Industries and Regional Development. This new portfolio was formed through the amalgamation of the Departments of Agriculture & Food, Fisheries, Regional Development and the nine Regional Development Commissions.

Through this change, the State Government will create a collaborative department focused on whole-of-government objectives and deliver services in a more efficient and effective way.

The Peel Development Commission retains its identity with the same board, location and contact details, and continues to play a significant role in the regional development sector by working across all levels of Federal, State and local government.

We embrace the stewardship and future opportunity presented by this amalgamation which I believe will modernise the portfolio and build capacity overall in the public sector. Regional issues will be highly significant to the State Government’s new whole-of-government approach and, by integration, we will be able to leverage our capabilities and strengths and, I believe, be a part of something bigger and broader. We will influence debate centrally, and be aligned with a common agenda which is co-operatively designed and owned.

The Commission’s stated purpose — connecting communities, the environment and industry to generate innovative solutions and promote sustainable economic and social development — will be enhanced by being a part of the new portfolio. Our core values of leadership, collaboration, integrity, innovation and, I believe, be a part of something bigger and broader. We will influence debate centrally, and be aligned with a common agenda which is co-operatively designed and owned.

As we begin our new phase and commence a new financial year, we have successfully implemented the Peel Regional Investment Blueprint’s priority programs and projects for 2016-2017 and reviewed these objectively against our revised 2016–2019 Strategic Plan. Currently, 25 of the 84 initiatives identified in the Blueprint are underway, and 17 concept briefs and six business cases developed in partnership with proponents have been completed.

We are celebrating and shaping change — please join us as we progress forward together as a region.

Ralph Addis and Paul Fitzpatrick.

Paul Fitzpatrick
Chairman
Peel Development Commission

Our vision:

Peel is a progressive, prosperous and dynamic region with a culture of care.
CEO’s Management Report

As we farewell the financial year and begin a new era for the Commission, I would like to firstly acknowledge the tremendous contribution made individually and collaboratively by our staff, Chairman, board members and stakeholders in the Peel region over the past few months.

The Commission is indeed embracing the change, and this has been occurring incrementally with the Ministry of Government changes and our amalgamation into the new Department of Primary Industries and Regional Development.

You’ll note the changes on our home page, with two new portals linking to current lists of State Government jobs and tenders in the Peel region. This will enable regional businesses and job seekers to have easier access to information about these jobs and tenders, and will increase economic development and employment across the Peel region.

Over the past year, our organisational capacity has increased with restructuring, refined governance and strategic planning and the gains are reflected in reviews and indeed our recent stakeholder satisfaction survey score of 86%. We strive to continue to improve, with a recent organisational excellence workshopresetting the goals and priorities of our 2016-19 Strategic Plan.

Our Strategic Plan is based on the Commission’s knowledge of the region’s aspirations for the future, our application of best practice in regional development, and our focus on delivering outcomes. The Commission’s commitment to our Regional Investment Blueprint 2050 remains and this document provides a critical driver for activities and priorities in the region. The Board recently completed a yearly evaluation review of the Commission’s performance against the Blueprint indicators with results and progress proving very positive.

This quarter, we have delivered the Draft Peel Equine Strategy and progressed the Peel Tourism Economic Development Infrastructure Strategy.

Concurrently we are engaged together with key Peel stakeholders, on the Peel Harvey Catchment Council and Peel Harvey Estuary Management Committee to develop initiatives which protect and rehabilitate the catchments within Peel.

Of particular significance to the Commission this quarter has been the completion of a feasibility study into Smart Urban Farm Factories in partnership with the Singapore Centre for Research Innovation, Productivity and Technology and the joint partnership developing the C.Y. O’Connor Centre for Innovation in Agriculture at North Dandalup. It has been a highly productive period for the Commission and I hope you enjoy this 2017 Spring/Summer edition of our Peel Magazine.

Andrew Ward
Chief Executive Officer
Peel Development Commission

New Minister, new portfolio

The Commission also continues to report to the Hon Alannah MacTiernan MLC, Minister for Regional Development and Agriculture and Food and Minister Assisting the Minister for State Development, Jobs and Trade.

In May 2017, we hosted a visit to the region by the Minister where she met with our staff and Board members and we were pleased to have the opportunity to brief her on current issues and projects in the Peel region.

The Minister also met with Regional Development Australia and the City of Mandurah before holding a community forum at Bendigo Bank Stadium which was well attended by over 100 of the Peel’s stakeholders and residents.

Commission chairman Paul Fitzpatrick welcomed the Minister to the Peel region.

“There was a good mix of questions raised ranging from payroll tax issues, to innovative agricultural methods, education and local employment opportunities, youth suicide and mental health. Minister MacTiernan enjoyed the community event and demonstrated her experience and extensive knowledge of regional development,” he said.

The Minister is committed to creating economic opportunity in our regional areas as well as bringing WA’s agricultural sector into the 21st century through innovation and a focus on investing in science.

The new Department of Primary Industries and Regional Development draws together the former departments of Agriculture and Food, Fisheries, Regional Development and the staff of the nine Regional Development Commissions.

Primary Industries and Regional Development acting Director General Ralph Addis said the new agency would capitalise on opportunities to collaborate to deliver a strong, well equipped service to industry and the WA community.

“The new department is committed to all its stakeholders and will continue to play a pivotal role in supporting the growth and prosperity of the agriculture and fisheries industries, as well as regional communities,” Mr Addis said.

While the name has changed and all staff are now working for the one department, the transition process to fully integrate the systems and services will take a phased approach over the next 12 months or so. During this time it will be business as usual for most of our staff, who will continue to work closely with valued industry and community partners.”

Mr Addis said stakeholders across the various industry sectors and regions would be kept well informed about developments during the transition process and were encouraged to keep the lines of communication open.

“This process provides us with a unique opportunity to build a new modern, innovative and relevant public service agency that both meets the needs of current clients as well as opens up opportunities to pursue greater benefits for the state in the future,” he said.

Peel Development Commission
As outlined in the Peel Regional Investment Blueprint the Peel population is expected to grow to 444,000 by 2050. With this growth there will be a requirement for 78,352 new jobs to maintain an employment self-sufficiency target of 78.5%.

If the Peel is to remain economically competitive and maintain employment self-sufficiency targets, it needs to diversify its economy.

Our Blueprint confirms that this can occur through a focus on:

- Protecting our existing capital base and associated businesses and industries.
- Expanding industry sectors that are of strategic importance to the State, and
- Building new industry sectors. A number of actions have been undertaken in progression of these goals with a selection outlined in this edition of Peel magazine including the following objectives:

- New and expanded market opportunities
- An integrated network of regional towns and communities
- Positioned as the premier region for the expansion of the equine industry

Jobs forum seeks forward path

Mandurah’s political, community and industry leaders joined forces with concerned parents and job seekers to tackle the issues obstructing employment growth in the Peel at a Jobs Forum held in June.

The Jobs Forum was jointly organised and supported by Mandurah MLA David Templeman, Dawesville MLA Zak Kirkup and Andrew Hastie, Member for Canning.

With Mandurah’s high rate of unemployment acknowledged as a bipartisan issue, the forum was convened to identify potential solutions from the 150 attendees.

A range of businesses and organisations from across the Peel community were represented including City of Mandurah, the Shires of Murray and Serpentine Jarrahdale, non-government and education organisations, skills providers and community representatives.

Peel Development Commission CEO Andrew Ward joined the Jobs Forum event as a presenter.

‘Around 20,000 people drive out of the region to work elsewhere every day. We are fully engaged to defining long term solutions to Peel’s unemployment with large scale projects such as Transform Peel which will deliver 33,000 new jobs at capacity. The Jobs Forum was highly significant in examining barriers identified by community members and current employers,’ said Andrew Ward.

The forum noted that there was no ‘silver bullet’ to the solution, and together the participants helped to identify a list of issues which they felt needed to be addressed by local, State and Federal governments working together with the community.

Opportunities to learn a trade locally, the need for a full scale university in the region, the idea of relocating government departments to the region, reducing ‘red tape’ on licensing and governance and Mandurah’s population matrix weighted with an ageing workforce were noted by the participants.

The event was facilitated by Rhys Williams, CEO of Make Place, who encouraged the audience to commit to working together to enhance job creation opportunities in the region.

‘It was extremely positive to see both Mr Templeman and Mr Kirkup collaborating on a forum seeking solutions to this key issue for Mandurah and the Peel to come up with a road map for tackling the issue of endemic high unemployment. We also need to know what types of jobs and skills people will need in the coming years and it is excellent to see the work the Peel Development Commission is achieving around workforce skills analysis for their Transform Peel project,” said Rhys Williams.

MORE INFORMATION

Contact the Peel Development Commission on (08) 9535 4140 or email peel@peel.wa.gov.au
Dwellingup is set to be a major beneficiary of the economic benefits of the burgeoning global mountain bike trails industry.

The exhilaration experienced by fans of mountain biking has elevated the industry to its status as one of the fastest growing recreational pursuits in the world. A new master plan to guide strategic investment to maximise the benefits of the industry to the Perth and Peel regions developed by WestCycle, State and local governments and key stakeholders was launched in July at Manning Park in the City of Cockburn.

Peel Development Commission Chairman Paul Fitzpatrick, who attended the launch with Kelvin Barr Principal Officer, Economic and Regional Development, said estimates by WestCycle put the economic benefit to Dwellingup at $16 million per annum.

“The number one priority of our Tourism Economic Development Infrastructure Strategy aligns with the direction set in this Master Plan, particularly with the development of Dwellingup as an Adventure Trails Centre and Trails Town,” said Paul Fitzpatrick.

The Perth and Peel Mountain Bike Master Plan, was launched by Environment Minister Stephen Dawson MLC and Sport and Recreation Minister Mick Murray MLA, and proposes expanding the current network of trails from 125 kilometres across nine sites to 575 kilometres across 24 sites. Priority trail sites identified were Perth Hills, Wanggong and Dwellingup.

Environment Minister Stephen Dawson said the goal was to provide exceptional experiences for mountain bikers while also protecting the natural environment by creating a diverse mix of trail types and mountain biking centres.

“The Perth and Peel regions include some of the most unique and picturesque landscapes in the world, so today we are really focused on making the environment the motivation for people seeking adventure-based tourism,” he said.

Sport and Recreation Minister Mick Murray noted the plan also encouraged people to get outdoors and participate.

“Creating more urban and bushland trails that are easy to access from metropolitan areas will not only encourage local participation, but open up new tourism and economic opportunities for the State,” he said.

WestCycle is the peak body for cycling throughout Western Australia and engaged widely with stakeholders, including the Commission, in developing this master plan. The Commission identified the Dwellingup Trails and Adventure Hub project as the highest priority in the Peel Tourism Economic Development Infrastructure Strategy. Kelvin Barr believes the project outcomes will provide an environment for hard and soft adventure seekers to enjoy. Dwellingup also offers opportunities for those seeking passive pursuits such as arts, culture and history.

“The Commission, Department of Parks and Wildlife and the Shire of Murray have been proactive in the proposal for the town of Dwellingup and surrounds to establish facilities and trails for mountain biking, walking, running, canoeing and four-wheel driving. The business case proposes Dwellingup be upgraded to a Trails Town with appropriate facilities to support this formal designation with mountain bike trails being constructed to meet national and international competition standards.” Kelvin Barr said.

WestCycle Project Manager Peta Demidenko commented, “Upgrading of the Dwellingup trails will deliver 80kms of mountain bike trails coupled with 25kms of walk trails, canoe launch and retrieval points on the Murray river and a bridge over the river connecting trails will result in capacity to grow visitor numbers by 20%. The business case reports $9.2 million extra direct spend by trail users with $16 million total impact on the broader economy. An estimated 210 construction jobs will be created with 80 ongoing jobs for the investment of $13.2 million of which nearly $12 million has been identified in the business case as being requested through grant funding.”

Did you know?
The recent announcement of support by the federal government’s Building Better Regions Fund of the Dwellingup National Trails Centre will contribute considerably to part of the bigger tourism plan to transform Dwellingup into a world class trails hub. This $1.7 million commitment from the Building Better Regions Fund will redevelop the Dwellingup Visitors Centre to provide services and facilities to users of the trails and contribute significantly to the Peel region’s profile as an adventure tourism destination. It is projected to deliver $97.5 million to Dwellingup’s economy over the next 20 years and will create an estimated 99 full-time jobs delivering local content and local projects to the Peel region.
Regional revitalisation

WORDs | Kelvin Barr, Peel Development Commission
IMAGES | Shire of Murray, Josh Cowling, City of Mandurah and Peel Development Commission

There is a range of different views on what revitalisation is when it comes to regional development, whether it's a town, locality or landmark.

The vision is usually different depending on the intent. It can be to create vibrancy or solitude, embrace natural or man-made environments, play and stay, shop and watch: the opportunities and definitions are endless. Space activation is another term which aligns with revitalisation particularly where there is the opportunity to activate an area through putting in place attractions that will encourage people to visit and stay.

The common theme which runs across the three proposals reviewed in this article is the high level of community consultation and engagement in their planning stages. This essential element ensures that when the revitalisation project is complete or spaces activated, the community will embrace the opportunities that arise. People will enjoy the flowers and encourage visitors and friends alike to enjoy the new-found face of the locality.

In most cases it's all about refreshing the locality, making it more appealing as a way to encourage use by locals and entice visitors, but also as a means to encourage people to stay in the locality or encourage people to move there. Community pride and access to well-appointed public places are seen as attractions for new residents and meeting the needs and expectations, as much as possible, of existing residents.

Boddington
In Boddington, the City Precinct Activation Nodes project aims to change the streetscape from a barren, uninviting, pedestrian wasteland into a vibrant place where people want to stop and enjoy.

The construction of nodes is designed to make the streetscape more appealing, facilitating social interaction among locals and offering welcoming spaces for visitors and tourists to rest and refresh. The nodes are designed to facilitate the display of public art and wayfinding information panels.

Community consultation for this project was undertaken through the Boddington SuperTown Growth Plan and the related Boddington Economic Development Strategy.

The activation will connect the town centre with new attractions, linking the main street retail/commercial/civic precinct to the Hotham River, the re-purposed community hub which is the Old School incorporating a social enterprise café, library, visitor and interpretative centre adjacent to the new youth centre and town hall (see Figure 1).

Recently the Shire Council approved the development of more detailed plans around community space in the Ken Audicy Square, which is at the front of the Council Chambers on the main street in Boddington. This development will provide a covered area to provide a cool space in summer and warmth during the cooler months through design and angles to provide a meet and greet space in the centre of town with eventual linkages to the revitalised precinct nodes.

The Vision for Boddington Town Centre redevelopment has some hurdles to overcome with regulatory authorities but the Shire is committed to progressing this important rejuvenation of the central locality of the Shire.

Mandurah
The community consultation phase for the Mandurah Central Revitalisation Strategy, Mandurah Waterfront 2006, identified a vision for Mandurah to be ‘The Waterfront capital of the Peel Region, offering vibrant and diverse commercial, retail, entertainment and lifestyle opportunities for residents and visitors’.

The fundamental ambition in this vision statement is to be supported by best practice urban design knowledge that ‘Successful places are a combination of spaces, activities and people. From this all else follows’.

In 2013, Mandurah Council decided to endorse a concept plan for the Eastern Foreshore which included the necessary replacement of the seawall contiguous to the foreshore reserve. The construction of a new seawall has now been completed.

Completion of the seawall highlighted the need to provide lighting along the boardwalk edge with the Mandjar Bay background, enhance the lighting along Mandurah Terrace and develop the foreshore concept plan into a final design plan. These are the next steps in progressing this significant and publicly supported rejuvenation of the foreshore area.

Artists impression of the upgraded Eastern Foreshore.

The Eastern Foreshore has long been a popular destination for visitors and local residents however it is acknowledged that while it is serviceable it is not very inspiring. The vision for the foreshore now includes the creation of a variety of activities and experiences which will be achieved through expansion of beach access, maintaining the visual connection with the water and integration with major view corridors in the city centre. Keeping of iconic trees and planting of more trees on the foreshore while maintaining the right balance of open spaces with lawn, playgrounds and entertainment areas were key outcomes of local consultation as was creating opportunities to develop and display iconic and community based artworks.

The foreshore development opens up a broad range of business and community opportunities to activate different forms of entertainment such as the Winter Wonderland event in early August which saw locals and visitors alike skate on the ice and stay on to enjoy the local hospitality. At the foreshore redevelopment
progresses, usage and interest is predicted to create many more similar opportunities to broaden the type of entertainment, functions and events which will come along. This type of activity strengthens the strong linkages between space activation or revitalisation and economic growth and jobs.

Pinjarra

The main street of Pinjarra forms part of the South Western Highway, a key road linking Perth with the regional city of Bunbury and the state’s popular South West region. Pinjarra is currently the focus of a revitalisation program and will benefit over the next few years from substantial planned public investment in streetscapes, community buildings, public spaces and the river foreshore, all aimed at enhancing the popularity and attractiveness of the town.

Current plans include streetscaping Pinjarra Road to transform it from a four lane utilitarian highway character to an attractive two lane entry boulevard with underground power, new roundabouts, narrower carriageways, cycle ways, on street parking, wider paths, street trees, street furniture and public art.

As a further aspect of the Pinjarra revitalisation, the Shire, in consultation with residents, has developed a masterplan for the Murray River Foreshore which includes the redevelopment of the Exchange Hotel. After 136 years of continuous operation, the Exchange Hotel had fallen into disrepair and closed to trade in 2006. In 2012, the Shire acquired the site to add to the area of public foreshore within the town and to help facilitate the redevelopment of this prominent site which was detracting from the character and amenity of the town.

Developments on the site aim to create an attractive, vibrant and sustainable foreshore precinct for Pinjarra by establishing a continuous river foreshore reserve within the town and adding to the width of the Murray River Square.

Parts of the Exchange Hotel buildings are some of the oldest structures in the town and provides an opportunity for the restoration of this important heritage site and the re-establishment of the use of the site, through a partnership with the private sector.

Substantial pre-planning of the site and the surrounding foreshore land has since been undertaken with extensive engagement with the community. The outcome of this pre-planning demonstrated a clear preference to re-establish a family friendly food and beverage business with ancillary activities on the site. It also indicated a clear preference toward restoring and enhancing the significant heritage elements of the site in any redevelopment.

Consistent with the outcome of the site master planning, an ‘Expressions of Interest’ process was initiated by the Shire seeking commercial development options for the site which would achieve optimum public benefit through a balance of activating the site and surrounding public spaces, restoring and reusing the significant heritage components of the hotel as part of the redevelopment. Design excellence which reflects and reinforces the character of Pinjarra town while achieving a long term financial return were other high level outcomes required by the Shire. The outcome of all this planning and identified development opportunities will be announced shortly.

In the context of these three proposals, the common linkages are master planning, community consultation, engagement and vision. Contingent with revitalisation projects is the need to not just create public facilities but to activate spaces that in turn will create economic activity to grow business and employment opportunities while keeping the valued elements of community and lifestyle.

MORE INFORMATION
For further information contact the Peel Development Commission on (08) 9335 0450 or email kevin.barr@peel.wa.gov.au

Figure 1  ManukaLife recognises the next phase of development will see an expansion in the proportion of Manuka honey in the above four key sectors Source: ManukaLife

There are significant plans for the development of Manuka honey in the Peel and South West of Western Australia, and it is intended that this area will become a global centre of excellence for the development of premium quality Manuka honey for the medical, pharmaceutical, cosmetic, nutraceutical and premium food industries.

This is the vision of the Western Australia company ManukaLife, which is focused on building a sustainable honey industry of propagation, plantations, growers, apirists, product processing and manufacturing and downstream product and distribution channels – creating an efficient commercial model.

ManukaLife and the Australian Federal Government Rural Industries Research and Development Corporation (RIRDC) in collaboration with Kings Park Botanical Gardens, have entered into a three year research agreement to conduct plant breeding for high grade plants that will ensure superior genetics to supply high grade medical Manuka honey.

In 2016, ManukaLife planted 150 hectares and has commenced planting a further 500 hectares of the Leptospermum plant species across a limited number of sites in the Peel and South West, in share farming arrangements with landowners. In 2018 ManukaLife has plans to expand plantings by an additional 1000 hectares – this will deliver critical mass in honey supply and enable establishment of research and development (R&D), manufacturing and off take agreements.

Manuka honey is useable across a growing number of industry sectors including cosmetics, medicinal, nutraceutical and pharmaceutical.

For example, in the medicinal sector, scientific studies have shown that Manuka is effective in preventing methicillin resistant Staphylococcus Aurens (MRSA) superbugs. Bacterial sepsis kills 170 Australians a week and this will be supported by the development of a ‘chain of custody’ from the bush to product.

The CRC will align with Australia’s clean and green marketing focus and will be supported by the development of a ‘chain of custody’ from producers to processors to consumers.

The research network will be expanded to include US China and Europe so that regional research on disease genetic markers can be integrated into the local honey bee population.

MORE INFORMATION
For further information email Paul Callander pc@manukalife.net.au or visit www.manukalife.net.au

For Honey Bee Products would be working to resolve current industry problems that limited the value and expansion of the honey bee products industry. Dr Liz Barbour also said that ‘Australia, especially Western Australia, has one of the healthiest honey bee populations in the world, so no antibiotics or chemicals from bee husbandry contaminate products. Whilst Australia is surrounded by bee disease, the worst have not yet reached our shores’.

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Figure 1

MORE INFORMATION
For further information contact the Peel Development Commission on (08) 9335 0450 or email kevin.barr@peel.wa.gov.au
Emu Trail completes Forest Heritage Centre

WORDS & IMAGES | Mia Lacy, Peel Development Commission

Emu Trail is a different quirky bird, and delivers Wendy’s bright cheeky fun directly into the woodlands, making the easy stroll from the town to the tourist centre a celebration of art and nature. Forest Heritage Centre Chair Sue Fyfe said the opening of the Emu Trail in June capped a period of revitalisation and consolidation for the attraction. ‘We have been marking a few milestones over the past months, and this one caps off what I like to refer to as the ‘creative rebirth’ of our much-loved centre’. ‘We now have a high quality venue to offer visitors. The striking new Emu Trail is very significant to our success as the Centre is a kilometre north of Dwellingup and hidden from view of visitors who enter Dwellingup on any of the three major roads. The new trail vibrantly connects the Forest Heritage Centre to the Dwellingup town centre and will certainly encourage more visitation by making us much more visible and encouraging visitors to photograph the signs and post share and hashtag their photos #EmuTrailWA.”

The Emu Trail follows both the road and footpath leading to the Centre so visitors will be able to follow it by driving, but tourists are encouraged to walk or ride the easy trail. “The bright emus are also cleverly positioned on local business premises and the walk itself is made distinct by emu footprints every five metres to follow so no-one will stray from the path” said Sue Fyfe.

On a delightful Autumn day, Premier Mark McGowan and his family joined the inaugural walk from Dwellingup to the Forest Heritage Centre to launch the Emu Trail. Speaking to the Dwellingup visitors, residents and tourists at the Centre, he noted how the new trail fitted into the State Government’s agenda of offering unique experiences for domestic and international tourists.

“The newly released WA Strategic Trails Blueprint 2017-2021 highlights opportunities to create trail towns and trail networks. This superbly designed Emu Trail will encourage more visitors and support local businesses, creating more jobs and more opportunities for the residents of Dwellingup. The Forest Heritage Centre is a great example of a multi-faceted organisation that brings social and economic benefits to its local community through the wide spectrum of its operation,” he said.

As well as providing a gallery and retail shop for artisans and artists to showcase and sell their art, the Centre leases workspaces to create opportunities for people to work in collaboration; conducts educational tours and manages the Jarrah Forest Lodge while running school camps and environmental cultural and creative courses.

The Forest Heritage Centre was able to commission Wendy Binks’ work and all the elements of the Emu Trail thanks to a recent State Government Royalties for Regions grant of $35,350 from the Peel Development Commission. This follows on from two previous Royalties for Regions grants totalling $344,050 which have provided a bright new, climate controlled space suitable for artisans to work while they interact with the public, provide creative workshops and environmental courses, hold tours and display fine wood and art exhibitions.

The Centre can now host events with a new amphitheatre and is on track to open a small café.

About the artist
Wendy’s quirky and distinctive range of Australian animal designs is popular worldwide. Although best known for her ‘emu with attitude’, her extensive range of printed cards, magnets, mounted prints, children’s books, canvas prints and original paintings depict a menagerie of brightly coloured animal designs.

MORE INFORMATION
For further information visit wendybinks.com.au or follow Wendy via www.facebook.com/StunnedEmuDesigns

WP:
TOP: Sue Fyfe: Chair FHC, Premier Mark McGowan, Robyn Clarke MLA and Shani Holster.
ABOVE: Some of Wendy’s designs incorporated with directional signage for visitors.

More about the Centre
The Forest Heritage Centre also offers basic accommodation at the Jarrah Forest Lodge for singles, families and groups. Visit the website for pricing and booking information.

The Forest Heritage Centre is located at 1 Acacia Rd Dwellingup WA. For more detail see www.forestheritagecentre.com.au

From Alcoa Australia for its nature playground. Boddington Gold for marketing brochures. Community Arts Network WA for community sculpture which enhances the outdoor environment, and welcome financial support for its operation from the Shire of Murray and the Dwellingup Community Association. It operates with a local community-based ‘hands on’ 10 member board, four full-time and part-time staff and a solid raft of local volunteers.

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Peel region crowned 2017 Buy West Eat Best WA’s Celebrity Signature Dish winner

Peel Business Park: An agri-business game changer

Interest is building in LandCorp’s first stage release of Peel Business Park. Located 10km east of Mandurah, the industrial area is being designed to accommodate agribusiness related industry, training, research and development companies to provide new business and employment opportunities for the Peel.

LandCorp have appointed sales agents Phil Melville and Warick Irving of CBRE to seek industry, investor and development interest in the project’s first precinct – a 120 hectare site.

Phil Melville said interest in the precinct had already been received from corporations and foreign governments – highlighting the global appeal of the Peel Business Park.

“Technology will be the cornerstone of the project,” Mr Melville said.

The project marked a major opportunity for Western Australia’s agribusiness industry along with supporting logistics and industrial occupiers.

“Potential opportunities include the development and commercialisation of technology that improves the profitability of agribusiness from producers to processors, integration of real-time monitoring, automation/robotics, advancement of food processing and manufacturing, renewable energy, water treatment and desalination,” Mr Melville said.

“With the appointment of new Agriculture Minister Alannah MacTiernan, along with significant and strategic investments made recently by high profile investors in the agribusiness sector, there is a lot of confidence and support being shown with capital flowing into the industry,” Mr Melville said.

“As such, we expect there will be interest from groups, including current operators, international governments, investment funds and technology and education sectors that can undertake joint venture projects.”

MORE INFORMATION
For more information about the Peel Business Park and to express your interest visit landcorp.com.au/peelbusinesspark

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Peel region and to drive visitation and awareness of Mandurah and to capitalise on the media exposure and coverage the Peel region and to position the region as ‘Perth’s Natural Adventure Getaway’ in our tourism marketing initiatives, we also promote the amazing adventures of the palate all over our tasty region. This campaign was a great opportunity to position the region, its local produce and food experiences on the map,” MAPTO CEO Karen Priest said.

Media personality Mark Gibson, from Today Tonight was partnered with Chef Kenny McHardy from Manuka Woodfire Kitchen in Fremantle to represent Peel. “We could not have had better ambassadors. Mark told us that he is a regular visitor to the region as his sister lives on Mandurah’s beautiful canals and Kenny has been using local produce from our region at his restaurant for some time,” Ms Priest explained.

The duo wowed the judging panel with their slow braised Harvey Beef shin with roasted sweet potato, pickled vegetables and Mundella yoghurt. A glass of Peel region wine, a Drakesbrook Fine Wines Malbec complemented their dish perfectly.

‘Many people may think of our Blue Manna crabs and other seafood first but the region has this, plus so much more local produce to offer,’ Ms Priest said.

Immediately following the win Mark commented, ‘I have discovered so much about the region during this campaign. I always generally thought of the Peel in terms of coast, but the more I found out, that’s one of the reasons we selected beef as the hero ingredient, the further inland you go into the Peel the more there is, and Kenny showed me how to cook it in such a great way’.

MAPTO liaised with the Peel Development Commission to facilitate Kenny’s visit to the region and engage with local producers, and organised a familiarisation visit for Amanda Carlin who held the role of social media influencer for the campaign resulting in excellent coverage through her blog The Chef. his wife and their PERTHfect life (see www.thechefhiswifeperth.com) with 10 timely articles throughout the campaign period. Ms Priest commented, ‘We are so pleased Kenny is planning to grow the list of Peel sourced ingredients and product on his restaurant menu and will be encouraging other Chefs to do likewise’.

MAPTO is currently exploring further opportunities to feature the food, wine and agricultural experiences of the region.

MORE INFORMATION
For further information please phone (08) 9534 7070 or email info@mapto.com.au

‘Technology will be the cornerstone of boosting Western Australia’s agricultural output, and the Peel Business Park will be instrumental in helping achieve that’.

Mark Gibson and Kenny McHardy practise their dish.

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Building on the success of their 2014 and 2015 campaigns, this year Buy West Eat Best extended its search beyond amateur home cooks in the quest for WA’s best Celebrity Signature Dish.

With each celebrity contestant representing one of the State’s four major food producing regions including the Kimberley, Peel, Southern Forests and Swan Valley, all created, prepared and cooked a dish that best represented the produce and flavours of their regions.

Mandurah and Peel Tourism Organisation Inc. (MAPTO) chose to sponsor this event to showcase the Peel region and capitalise on the media exposure and coverage the contest received.

‘One of our main objectives is to increase awareness of Mandurah and the Peel region and to drive visitation to this diverse region. Whilst we position the Peel as ‘Perth’s Natural Adventure Getaway’ in our tourism marketing initiatives, we also promote the amazing adventures of the palate all over our tasty region. This campaign was a great opportunity to position the region, its local produce and food experiences on the map,’ MAPTO CEO Karen Priest said.

Media personality Mark Gibson, from Today Tonight was partnered with Chef Kenny McHardy from Manuka Woodfire Kitchen in Fremantle to represent Peel. “We could not have had better ambassadors. Mark told us that he is a regular visitor to the region as his sister lives on Mandurah’s beautiful canals and Kenny has been using local produce from our region at his restaurant for some time,” Ms Priest explained.

The duo wowed the judging panel with their slow braised Harvey Beef shin with roasted sweet potato, pickled vegetables and Mundella yoghurt. A glass of Peel region wine, a Drakesbrook Fine Wines Malbec complemented their dish perfectly.

‘Many people may think of our Blue Manna crabs and other seafood first but the region has this, plus so much more local produce to offer,’ Ms Priest said.

Immediately following the win Mark commented, ‘I have discovered so much about the region during this campaign. I always generally thought of the Peel in terms of coast, but the more I found out, that’s one of the reasons we selected beef as the hero ingredient, the further inland you go into the Peel the more there is, and Kenny showed me how to cook it in such a great way’.

MAPTO liaised with the Peel Development Commission to facilitate Kenny’s visit to the region and engage with local producers, and organised a familiarisation visit for Amanda Carlin who held the role of social media influencer for the campaign resulting in excellent coverage through her blog The Chef. his wife and their PERTHfect life (see www.thechefhiswifeperth.com) with 10 timely articles throughout the campaign period. Ms Priest commented, ‘We are so pleased Kenny is planning to grow the list of Peel sourced ingredients and product on his restaurant menu and will be encouraging other Chefs to do likewise’.

MAPTO is currently exploring further opportunities to feature the food, wine and agricultural experiences of the region.

MORE INFORMATION
For further information please phone (08) 9534 7070 or email info@mapto.com.au

[Image -1x466 to 595x843]
Transform Peel Workforce Skills Analysis

A recent workforce study for Transform Peel highlights that a wide range of employment skills will be required. The Peel Development Commission with other key partners in the Peel Workforce Development Alliance recognised the need to identify the likely skills profiles, job pathways, and education, training and business support requirements for prospective employment generation through Transform Peel. This was particularly in relation to food and agriculture industries, which are a major focus for Transform Peel.

The study, recently completed by SDF Global Pty Ltd, involved discussion with 156 representatives of industry, schools, universities and local employment organisations. It also included a study of the most recent employment trends and opportunities.

A big thank you to everyone who contributed to the analysis.

Communication technology (ICT). The focus on food in Transform Peel will attract jobseekers with awareness of food hygiene and quality, occupational health and safety as well as a continuing need for administrative and customer service skills.

Moving forward: Recommendations for workforce development

The findings on the workforce and skills needs identified seven pathways that the Peel needs to consider to ensure that Transform Peel jobs can be taken up by local people. These are:

- Promote Transform Peel, positive branding and ongoing promotion of potential employment opportunities, particularly to young people and with positive promotion of new food and agriculture approaches.
- Encourage work adaptation including credentialing and up-skilling to encourage multi-skilling within the region’s workforce.
- Transform school based work readiness to target key characteristics, attitudes and core competencies required by local employers engaged with Transform Peel. This will require a stronger relationship between schools and local businesses.
- Motivate business investment in local skills development, which includes supporting entry level employees with potential for adaptability to re-skill or up-skill.
- Stimulate Peel entrepreneurship, particularly focusing on supporting new start-up businesses and small to medium enterprises relevant to Transform Peel.
- Matching and mentoring for real work requirements, to ensure good connections between employers, prospective employees and the education, training and employment support sectors.
- Future infrastructure requirements identified that new infrastructure should aim for multi-use between education, training bodies and businesses associated with Transform Peel.

Workforce development calls for collaboration and partnership

Strong leadership and champions as well as ongoing key stakeholder partnerships will be critical for the progress of the Transform Peel initiative and to meet its workforce requirements.

The Peel highlights that a wide range of skill development is: 71% very important, 29% important.

More information

Full and summary reports from the workforce skills analysis can be accessed on both the Commission and Transform Peel websites. To discuss the findings please contact Kristie Tonkin, Principal Consultant Industry, Skills and Regional Capability on (08) 9335 4440 or email kristie.tonkin@peel.wa.edu.au.

Did you know?

Transform Peel is a 35 year project expected to culminate in $16.2 billion pa economic output by completion in 2050.
**Peel Equine Strategy**

**Developing a Thriving Industry**

The Peel hosts an enthusiastic equine culture. With wide expanses of rural land, major racing assets such as Pinjarra Park, Pinjarra Paceway and the Byford Trotting Training Facility and an abundance of clubs across all disciplines of the sport, the equine industry is alive and well in the region.

In 2015 Stage one of the Murray Regional Equestrian Centre in Coolup was officially opened including construction of four polocrosse fields, spectator mounds, resurfacing of camp draft and cutting arenas, installation of a new cattle loading ramp, cross country course upgrades and new ablation facilities. This initial stage of facility development cost $2,050,000, with funding provided through the Royalties for Regions Country Local Government Fund, Peel Regional Grants Scheme, the Department of Sports and Recreation and the Shire of Murray.

**Future stages of this regional facility will include a state-of-the-art multipurpose covered area, consisting of arenas suitable for hosting dressage and show jumping events, and further upgrades to the cross country course and surrounding facilities.**

In addition to this regional equine facility, it was recognised that a study across the entire region would be an important initiative to provide strategic direction for the growth of the industry. As such, the Peel Equine Strategy, originally championed by the Shire of Murray and now the Peel Development Commission, is currently under preparation.

The strategy will provide a broad economic analysis of the racing and non-racing sectors of the equine industry, and recommend a number of key strategic initiatives to guide future investment and policy decisions.

The equine industry encapsulates the sporting, racing (wagering) and recreational elements of the sport as well as all associated business that provided support services including vets, farriers, saddlers and feed merchants. It is an important local contributor with a total gross value of $175.9 million to the Peel economy, producing 1,547 full time equivalent employment positions (see Table 1).

Given the substantial urban growth forecast by the Western Australian Planning Commission through Perth and Peel $3.5 Million, there is a need to plan for the Peel equine industry’s future. With an increased population comes the opportunity for increased racing attendance, sporting participation and tourism. However, land planning, policy development and infrastructure investment decisions require careful consideration to capitalise upon this future growth for the sustainability of the equine industry.

A recent report by Racing and Wagering WA “Relocation to the greater Peel region therefore offers the greatest opportunity to increase additional public attendances at race meetings”.

The equine sector is often inhibited by the need for participants to already have access to horses, either residing upon their own property or agisted at a suitably located stable. This thereby limits the number and diversity of individuals adopting equine pursuits.

There is a need for the industry to seek opportunities to enable a broader demographic of the community to become involved in horses, thus contributing to a sustainable future for equine businesses.

**Table 1. Economic contribution of the equine industry to the Peel region**

<table>
<thead>
<tr>
<th></th>
<th>Racing sector</th>
<th>Non-racing sector</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct expenditure</td>
<td>$97.6 million</td>
<td>$90.1 million</td>
<td>$187.7 million</td>
</tr>
<tr>
<td>Gross value add</td>
<td>$82.4 million</td>
<td>$93.5 million</td>
<td>$175.9 million</td>
</tr>
<tr>
<td>Employment</td>
<td>789 FTE</td>
<td>758 FTE</td>
<td>1,547 FTE</td>
</tr>
</tbody>
</table>

Source: Peel Equine Strategy (AEC, 2016)

The Peel equine industry produces 1,547 full-time positions.

In addition to event based tourism, a number of horse trails attract visitors to the region, offering riders the opportunity to experience the natural beauty of the area. This element of the tourism industry remains generally undeveloped, with trails often seldom maintained with limited supporting infrastructure such as parking or ancillary services. However, there is further opportunity for consolidated investment and marketing into selected trails to cater for a variety of users including horse riders, to increase visitation contributing to local business.

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**One of the actions of the Peel Equine Strategy will be the formation of an equine industry body to capitalise upon mutually beneficial initiatives and provide input to government policy or planning decisions.**

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**The region therefore offers the greatest opportunity to increase additional public attendances at race meetings.”**
When developing the Peel Development Commission Strategic Plan 2016–2019 the Commission used five themes as the basis of its strategic objectives. In order to meet these objectives there is a need to focus inward on our organisation to ensure we are high performing and able to effectively contribute to the vision for the region,” CEO Andrew Ward said. The Organisational Excellence area emerged with an overarching goal of:
• An organisation that is recognised for outstanding governance and innovation in delivering regional economic development outcomes.

Our annual independent review is in, and our stakeholders have awarded a satisfaction rating of 86.6%. Each year, the Peel Development Commission undertakes an independent review of our key performance indicators by commissioning a thorough stakeholder survey. This year’s Client Survey was carried out in May 2017 and was structured to the objectives in our Strategic Plan 2016-19. An independent market research company (Perth Market Research) conducted the research using an online survey combined with email and telephone contact. In an overview of the results, Perth Market Research noted overall scores were well above the mid-range and reflected positively on the performance of the Commission. The results by locality and sector are shown in Figures 2 and 3. The key satisfaction score for the Commission’s contribution to the Peel’s economic base, 86.6%, remains consistent with results in previous years. In the strategic plan priorities section, scores were also well above the mid-range, again reflecting positively on the Commission’s performance against its stated goals. Table 1 summarises the results for the strategic priorities. Respondents were asked whether they thought that Peel Development Commission provided useful and timely information about the Peel and asked

Since the launch of the Peel Regional Investment Blueprint in December 2015 the Commission has been collaborating with RDA Peel, local government authorities and other non-government and non-government stakeholders to undertake a range of activities in support of the Blueprint goals. Key projects have been communicated through this magazine since its inception in Spring 2015. In alignment with its focus on Organisational Excellence the Commission has also been working in the background to develop governance structure and processes to ensure effective Blueprint implementation and evaluation. This has included the development of annual and five yearly reporting structures, identification of indicators against each objective, and development of an alternative governance structure. Figure 4 on page 22 provides a snapshot of regional indicators and forms part of the first Blueprint Scorecard to be released outlining our progress. The Scorecard forms part of a broader evaluation plan which will engage our partners in biennial and five yearly sessions.

The biennial evaluation workshop with key stakeholder groups will enable us to critically analyse our collective achievements, identify gaps and set future priorities.

The inaugural stakeholder workshop is planned for mid 2018. A five yearly Blueprint review and update event every five years involving a broader range of stakeholders as per Figure 5 on page 22 will enable us to show achievements, identify gaps, identify influencing factors in the external environment and revisit future investment priorities.

Survey respondents were also asked to comment on aspects the Commission could improve in the future. The highest proportion of respondents did not suggest any improvements (33.2%), with 22.7% believing that no improvement was necessary. The remaining 66.8% of respondents considered there were areas to improve. As with previous years, a key concern was greater access to funding and resources (33%). Encouraging economic development, especially in relation to employment within the region (9.2%), greater local infrastructure investment (7%) and assisting tourism development/regional promotion (7%) also rated highly:

For further information contact Vic Smith, Peel Development Commission, on (08) 9535 4140.
This governance structure represents a change from that initially outlined in the Blueprint of three cross-sectoral alliances and the development of a three-year action plan and an annual Blueprint evaluation event.

The Commission sees continuous improvement as an integral element of its everyday practice and has made this change as a result of feedback from stakeholders, a review of existing committees and with consideration of initiatives and structures that have developed since the Blueprint release.

As we continue our journey of Blueprint implementation we look forward to the ongoing collaboration with our stakeholders and the broader Peel community.

MORE INFORMATION
Contact Kristie Tonkin, Peel Development Commission, on (08) 9533 4140.

Building Industry Capacity

The Peel Workforce Development Plan 2015-2018 outlines priority actions in four key areas to address the workforce development needs of the Peel including:

- Building industry capacity in delivering workforce outcomes through encouraging businesses to engage with training and professional development to encourage lifelong learning amongst their employees.

A proposed action under this priority area is to promote an improved understanding of the employment and training models currently utilised by local industry as a means of encouraging other businesses to implement innovative models. Wormald Civil has been identified as a leader in this area with an overview of their approach provided below.

Workforce Development in the Civil Construction Industry

Wormald Civil is a major civil engineering construction company providing both below and above ground civil infrastructure services throughout the greater Perth metropolitan area and in regional Western Australia.

Based in Cardup, just north of Mundijong in the Shire of Serpentine-Jarrahdale, Wormald Civil is a major employer of local residents from throughout the Peel region. The organisation also shows a commitment to the local area by supporting many local community groups and sporting clubs and associations, including the donation of lighting towers to allow the Mundijong Football Club to be able to host night games.

In 2016 Wormald Civil owner and operator Craig Wormald showed his commitment to his community and the organisation’s workforce development through an initiative to develop a youth training facility at their premises in Cardup as a Registered Training Organisation. The facility includes a training room and simulated training environment to offer Certificate II and Certificate III level vocational education and training for high school students, while they complete their secondary studies.

Once students have gained skills in the simulated training environment and can demonstrate the required level of competence they have the opportunity to join experienced workers on site to further develop their own skills and experiences.

The idea for the facility came about through reflection of Craig’s own childhood experiences in Mundijong and the difficulties in finding work.

“I left school in year 10 and you do that and try to get public transport from here to work, it’s a challenge. To get enough experience for someone to want you to work there is a separate challenge,” he said.

The goal of the facility is to ensure students are job ready, with nationally recognised accreditation by the time they leave school with additional guidance on how to access a number of career pathways. Wormald Civil are working with the students to change the perception that working in civil construction is just a blue-collar job for those who drop out of school or can’t attend tertiary education. There are many pathways to provide students with the opportunities to gain skills and find employment in a satisfying work environment.

Training Officer Dean Richter states, “All students are different and all need an opportunity to show their skills, knowledge and learning in a different environment using a different method and we are proud to present this opportunity to them.”

A number of pathways are outlined to students to enable them to undertake further training or pursue employment within the civil construction industry. Wormald Civil have proudly provided employment to four students who undertook the course in 2016. One student is currently undertaking an electrical apprenticeship, two students are undertaking traineeships and another student has been provided full time employment within the company.

The training facilities also provide skill development opportunities for existing Wormald Civil staff through accredited short courses such as identifying, locating and protecting underground services, quick cut power saw safety, various earthmoving plant tickets; and HSEQ training for on-site administrators.

A program of site-based professional development is provided by the company, providing both below and above ground civil infrastructure services throughout the greater Perth metropolitan area and in regional Western Australia.

The training focus of this business is still developing and will grow over time to be able to provide a greater range of opportunities to students, employees and external organisations. Wormald Civil are committed to continuing to learn, develop and provide quality training programs to enhance the career opportunities for future job candidates.

More Information
Further information contact (08) 9433 2288 or visit www.wormaldcivil.com.au.
Boddington was last profiled in our *Peel Magazine* 2016 Summer/Autumn edition. Since then, integral community projects have either been completed or come on line with the Council and its stakeholders working solidly on their strategic vision.

The latest Census figures have also been released, indicating an interesting growth trend in the 0-14 year cohort (2.2 per cent increase between 2006 and 2016). The 2016 Census recorded Boddington’s total population at 1,844 persons. At the December 2016 quarter, the Shire of Boddington recorded the Peel region’s lowest unemployment rate at 3.4 per cent.

### Boddington Sport and Recreation Centre

The indoor multi-purpose facility within the Boddington recreation precinct was officially opened in February 2017.

- **2016 Census of Population and Housing – Shire of Boddington** Department of Employment.
- **Small Area Labour Market – September 2016** Shire of Boddington and Hotham-Williams Economic Development Alliance.

Opening of the Boddington Sport and Recreation Centre

The new centre contains two multi-purpose courts, community multi-purpose room, kitchen, sporting change rooms, external oval-viewing area, car parking and landscaping.

This project was identified as a priority in the SuperTowns Growth Plan and supports the on-going growth of the district while also promoting healthy lifestyles and facilitating community engagement. $2.5 million in Royalties for Regions has been invested in this Centre through the Growing Our South Initiative. Shire of Boddington and Department of Sport and Recreation funding also contributed to the project.

**Stage 2 of the Boddington Retirement Village**

With the assistance of Royalties for Regions investment, the Shire of Boddington has completed Stage 1 of its Retirement Village with four independent living units built and fully occupied for residents aged over 55. The Shire of Boddington has now secured $3.08 million Royalties for Regions through the Southern Inland Health Initiative for Stage 2. The Commission was pleased to assist the Shire of Boddington with the successful funding application to the WA Country Health Service. This will deliver seven age-appropriate living units and a village hub. The Village is owned and operated by the Shire of Boddington. The full proposal will accommodate 25 two and three bedroom affordable units offered on a long term residency lease or rental lease basis. Stage 2 construction is underway and will be completed by December 2017.

**Marradong Country Self-Drive Tourism Trail**

The Shire of Boddington, in partnership with the Shire of Williams and Shire of Wandering form the Hotham-Williams Economic Development Alliance (HWEDA). HWEDA has been successful in securing $15,000 from the Peel Development Commission through the 2017 Royalties for Regions Community Chest Fund for the Marradong Country Self-Drive Trail. The three local governments, South 32, and Wheatbelt Development Commission are also contributing to this project.

A self-drive tourism trail website and app will be developed by a qualified and experienced marketing and business development consultant. Moo Marketing has been engaged in this role and will undertake project research, stakeholder collaboration, product research, trial development and market testing. HWEDA plans to publicly launch the product and promote the self-drive tours to tour operators, providers and the wider community.

**Proposed site plan.**

The Marradong Country Self-Drive Trail is to increase visitation to boost economic development opportunities for new and existing businesses in the region.

The project will:

- Strengthen relationships between tourism-related businesses to support connectivity and growth (stronger together than acting individually).
- Identify opportunities for tourism enterprise (new markets; Indigenous cultural tourism).
- Ensure that tourism adventures across the region are connected and complementary.
- Encourage re-visitiation to the region.

Developing the Self-Drive Trail was identified as a flagship project in HWEDA’s collaborative economic planning activity in 2016 and also closely aligns with the Peel Regional Investment Blueprint (heritage tourism). HWEDA is committed to working with stakeholders for this regionally significant tourism development. HWEDA recently hosted Linda Daniels, Trails WA Executive Officer, to discuss opportunities for involvement through the self-drive trail project.

For more information on the Marradong Country Self-Drive Trail project please contact Heidi Cowcher, Executive Officer HWEDA on (08) 9885 1005 or heidi.cowcher@williams.wa.gov.au

For more information on the Boddington Sport and Recreation Centre or the Boddington Retirement Village please contact Chris Littlemore, CEO Shire of Boddington on (08) 9883 4999 or ceo@boddington.wa.gov.au

The Shire of Boddington hosted the Peel Development Commission Board for their April meeting. Board members were updated on and visited key projects in town.

**TOP: Marradong hillsides.**

The project will also be engaged. The product launch is expected by December 2018.

**MORE INFORMATION**

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The University of Western Australia (UWA) contacted the Peel Development Commission to play an integral role in the delivery of their 2017 Regional Planning unit. This six-week intensive unit is coordinated by Professor Fiona Haslam and attracts students from a variety of courses (including environmental, urban and regional planning and international relations). At the end of the unit, students can:

- Appreciate the competing theoretical perspectives on regional planning. 
- Understand data requirements for a regional plan. 
- Synthesise and interpret economic, social, and land use data from a selected regional setting. 
- Evaluate policy options and strategies available to regional planners.

After visiting the Peel, the students ventured to Katanning Sheep Salesyards in the Great Southern and back via refreshments at the Williams Woolshed in the Wheatbelt a few days later.

As a former UWA graduate, the Peel Development Commission’s Janine Hatch was invited as a guest lecturer for the unit. This lecture was provided at UWA on Tuesday 13 June 2017. As well as discussing her career pathway in the regional development sector, Janine provided students with information on:

- The role of Regional Development Commissions. 
- Peel socio-economic profile. 
- Peel competitive advantage opportunities and challenges. 
- Peel Development Commission lead projects (including Transform Peel), and 
- How regional development might be undertaken with the 2017 State Government agency amalgamations.

A four-day field trip was also included as a core part of the unit.

This year UWA took the students to the Peel, Great Southern and Wheatbelt regions, visiting the towns of Dwellingup, Katanning, Narrogin, Cuballing, and Williams. The field trip, held 20–23 June 2017, was a fantastic opportunity to see regional planning ‘on the ground’. Tourism operator, Peter White, Peel Development Commission’s Deputy Chair, Sue Fyfe and Principal Officer, Kelvin Barr met the 30 UWA students in Dwellingup and provided a tour in and around the town. Congregating at the Forest Heritage Centre, discussions focused on regional tourism and community development with key issues and characteristics explored including:

- Historic context of the town and its key economic drivers. 
- Strategic alignment of pursuing tourism (direct and indirect economic spin-offs). 
- Dwellingup Trails and Adventure Hub project (concept development, master planning, cost-benefit analysis, link with Great Southern and South West trails) 
- Key project partners and their roles. 
- Adventure tourism trends (including links with events, nature-based and heritage tourism) 
- Challenges to be addressed (including land use conflict, links with local businesses, and marketing).

After enjoying time in Dwellingup, the Regional Planning students were also fortunate to visit the Katanning Sheep Salesyards, WAMMCO Abattoir facility, Cuballing equestrian project, Wide Open Agriculture covered cropping in Williams, and a number of local government offices. Student assignments included preparing a project brief and regional plan for economic diversification. These needed to consider:

- Basic socio-economic profiles and trends using time series community profiles from the Australian Bureau of Statistics. 
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Hosted by the venue Footprints: the one and a half day workshop was centred on strategic planning and reviewing the key themes and priorities for the Commission’s Business Plan for 2017–18. CEO Andrew Ward said it was a significant event. ‘It is a critical activity each year for all staff to have input into the business plan so they all have an awareness and involvement in what our key projects, initiatives and priorities are, and how their individual roles and contributions fit into the overall scheme of what the Commission is looking to achieve’.

Such planning activities cannot be successful however without a strong cohesive team that communicates and performs well together within an ever-changing landscape, so the group also made time for team-building activities along with some other fun activities that got the grey matter working with a competition to test out critical thinking skills.

A key session of day one of the workshop also included a summary of results from the recent Strengths Based Survey that all staff completed, looking at individuals’ realised strengths, unrealised strengths, learned behaviours and weaknesses. When combined together, the report helped paint a picture for the Commission as a whole, specifically where we should build on our strengths. But also what areas we need to continue to focus on in developing our staff capabilities.

Everyone felt the workshop achieved its objectives and they all enjoyed the opportunity for a change in environment, and to learn more about their colleagues in an informal setting. Andrew Ward noted there is a great level of dedication and commitment to excellence displayed by the Commission staff: “I am incredibly proud of their achievements to-date and I am confident that all staff are looking forward to sharing in the exciting challenges and possibilities that lie ahead” he said.

More information

More information

Please contact the Peel Development Commission on (08) 9353 4140 or email peel@peel.wa.gov.au.

Words | Janine Hatch, Peel Development Commission
Images | Max Osie

Next generation of Regional Development Practitioners

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- Adventure tourism trends (including links with events, nature-based and heritage tourism) 
- Challenges to be addressed (including land use conflict, links with local businesses, and marketing).

After enjoying time in Dwellingup, the Regional Planning students were also fortunate to visit the Katanning Sheep Salesyards, WAMMCO Abattoir facility, Cuballing equestrian project, Wide Open Agriculture covered cropping in Williams, and a number of local government offices. Student assignments included preparing a project brief and regional plan for economic diversification. These needed to consider:

- Basic socio-economic profiles and trends using time series community profiles from the Australian Bureau of Statistics. 
- What type of land uses and activities are evident, missing, in conflict or have precedence. 
- Underlying macro-economic policy and socio-cultural drivers of the community and region. 
- Alternative land-use opportunities and the necessary infrastructure and services.

Hosted by the venue Footprints: the one and a half day workshop was centred on strategic planning and reviewing the key themes and priorities for the Commission’s Business Plan for 2017–18. CEO Andrew Ward said it was a significant event. ‘It is a critical activity each year for all staff to have input into the business plan so they all have an awareness and involvement in what our key projects, initiatives and priorities are, and how their individual roles and contributions fit into the overall scheme of what the Commission is looking to achieve’.

Such planning activities cannot be successful however without a strong cohesive team that communicates and performs well together within an ever-changing landscape, so the group also made time for team-building activities along with some other fun activities that got the grey matter working with a competition to test out critical thinking skills.

A key session of day one of the workshop also included a summary of results from the recent Strengths Based Survey that all staff completed, looking at individuals’ realised strengths, unrealised strengths, learned behaviours and weaknesses. When combined together, the report helped paint a picture for the Commission as a whole, specifically where we should build on our strengths. But also what areas we need to continue to focus on in developing our staff capabilities.

Everyone felt the workshop achieved its objectives and they all enjoyed the opportunity for a change in environment, and to learn more about their colleagues in an informal setting. Andrew Ward noted there is a great level of dedication and commitment to excellence displayed by the Commission staff: “I am incredibly proud of their achievements to-date and I am confident that all staff are looking forward to sharing in the exciting challenges and possibilities that lie ahead” he said.

More information

More information

Please contact the Peel Development Commission on (08) 9353 4140 or email peel@peel.wa.gov.au.
Soil samples are collected from every paddock on the farm.

Adopting best practice in Agriculture: Peel farmers are subscribing to receive support for soil testing, with the aim to help improve on-farm decision making and reduce impacts to our fragile environment.

Farmers across the Peel-Harvey Catchment are currently involved in a program to receive heavily subsidised soil testing and expert agronomic advice aimed at providing information on their soils to help inform on-farm decision making. This will be the second round of the program, with a high degree of interest last year resulting in the program being oversubscribed.

Involvement in the project will result in the farmer receiving soil testing across all paddocks on the farm to determine the levels of nutrients, including nitrogen and phosphorus in the soil as well as soil characteristics such as pH and the ability to retain water and nutrients. Each participating farmer will receive a final report with results and a nutrient map of the farm and an assessment of the risk of nutrient run-off.

Landholders will also have the opportunity to work one-on-one with a specialist agronomist to get advice on the application of materials such as fertiliser for maximising soil productivity, and reducing over application.

In this way the farmer has an opportunity to look at their specific operations in consideration of the soil testing results, and how to best respond to maintain or improve productivity and reduce over application of fertiliser and other materials, which will reduce farm expenses and nutrient run-off.

The project is funded by the State government through the Regional Estuaries Initiative. The Peel-Harvey Catchment Council (PHCC) is providing a key role in the delivery of this project, working closely with the Department of Agriculture and Food WA (DAFWA) to engage with and work closely with interested landholders, providing support and assistance in the logistical management of soil testing and delivery of results.

PHCC Chairman Andy Gulliver said the soil testing program aligned well to the Catchment Council’s objectives.

“It is important our farmers are supported in initiatives that improve on farm decision making and assist in reducing the nutrient load to our sensitive Peel-Yalgorup system. The program provides support to a valuable sector of our community in their farming business, while helping to reduce the environmental impacts to our Peel-Yalgorup System, including the Peel-Harvey Estuary.”

“Unfortunately nutrient runoff from incorrect or over-application of fertilisers has contributed to the flow of excess nutrients to our Ramsar listed Peel-Yalgorup System. This system is recognised as a Wetland of International Importance, and supports a large number and diversity of flora and fauna, including a number of species that are listed as rare or threatened under state and federal environment legislation. The system is also well known for its recreational and tourism benefits, which also depend on a clean and healthy environment with pristine waterways, plenty of green vegetation and good crab and fish stocks.”

Once these excessive nutrients get into waterways, it can result in algal blooms, excessive growth of seaweed and nuisance aquatic plants, low oxygen concentrations and fish deaths. Despite many attempts to tackle the nutrient loads within and flowing into the Peel-Harvey estuary, including engineering solutions such as the Dawesville cut, the issue remains as arguably the chief threat to the system.

The practice of applying fertilisers to support pasture growth in agriculture is not unique to WA, and historic farming practices are also found in the sandy soils that are commonly found across our coastal plains are all contributing factors to the problem, among many others.

Fortunately these methods of the past are quickly changing and the business of agriculture is becoming more precise to maintain competitiveness within an increasingly corporatised industry. Farmers are also battling against decades of poorly managed landscapes, degraded soils and a changing climate. These factors have forced a re-think in the farm operations needed to ensure a farm’s profitability, and the importance of a more sustainable approach to farming. A large part of this includes the need to obtain, analyse and interpret more and more data to inform decisions on-farm.

Soil testing can be different, so it’s important farmers know what the soil properties in each part of the farm are.

One of the key aspects of this approach is to better understand the soils. The soils are the lifeblood of a farm operation, and healthy nutrient-rich soils will grow healthy pasture and strong healthy crops. Along the coastal plain portion of the Peel-Harvey catchment the soils are often acidic, with high levels of phosphorus. Many of these soils only need small amounts, if any, fertiliser to maintain high productivity which can reduce the farmer’s operational costs. However every paddock can be different, and it is important that the farmers know what the soil properties in each part of the farm are, so they can take a precise and informed approach to managing outputs, maximising productivity, and reducing the long term negative effects to soil health and the wider environment.

Most farmers in the Peel-Harvey Catchment now understand this, and appreciate the importance of soil testing and taking a more informed approach to decision making.

The program is made possible through the Royalties for Regions funded Regional Estuaries Initiative, and delivered by the Peel-Harvey Catchment Council (PHCC) and Department of Agriculture and Food WA (DAFWA).

More information: If you are interested in learning more about this program, contact Luke.Rogers@peel-harvey.org.au or visit www.peel-harvey.org.au
Awards catalyst for business diagnosis at 4 Life Physiotherapy

Looking back, the 2016 Alcoa Business of the Year Awards

We decided to enter these awards as we saw the submission process as a good opportunity to reflect on where the business had come from over the previous five years, and to look closely at our business practices, what was working well, and what we could improve on. We found the submission process valuable in this regard, and this has since helped streamline our business practices.

Winning these awards has helped build the profile and reputation of our clinic in the local community. It has helped us become a destination clinic for potential new staff, and has provided a mandate to promote our values and our approach to business to other staff and update their responsibilities to other staff and review our business systems, streamline procedures, standardise policies, and more clearly define job roles.

Improving our business processes has allowed us to more effectively carry out our principal focus, caring for our patients. Our staff are our biggest asset and have been instrumental in helping build our reputation and grow our business. We aim to recruit staff who share our values and our approach to patient care.

Whilst we continually strive to improve the business, our ultimate measure of having a successful business is its capability to operate effectively in our absence. We have made significant progress towards this, but still have work to be done.

MORE INFORMATION
For further information contact Grant Pattison, Principal Physiotherapist, 4 Life Physiotherapy. Phone (08) 9583 5200 or visit www.4life physiotherapy.com.au

Workforce development and reviewing their overall business modelling supported 4 Life Physiotherapy’s path to success at the 2016 Alcoa Business of the Year Awards.

Our company was established in 2011 with the aim of providing high quality, patient focused physiotherapy services. However, as the business expanded, we realised whilst we were experienced in our field of physiotherapy, we had little experience in running a business. Not deterred, we set out to develop business skills by:
- Working with business coaches.
- Making use of resources available through our professional associations, the Peel Chamber of Commerce, and the Small Business Development Corporation.
- Attending courses.
- Seeking advice from professional services (including accountants and lawyers), and other experienced business people.

Commmencing with one employee, we set the goal of expanding to five therapists within five years. This was achieved in our second year and we’ve since grown to 24 employees, including 18 therapy staff, seeing 4 Life Physiotherapy become the largest clinic in the region, and one of the largest in the State.

Throughout this time our range of services has grown to include podiatry, remedial massage, exercise physiology and occupational health and ergonomics services all in addition to our wide range of physiotherapy services.

We’ve completed two extensions of our premises to accommodate this growth while allowing capacity for future expansion in staff and services.

Our philosophy approach of providing excellent care to our patients, and working closely with referring doctors to ensure optimal patient outcomes, in turn promoted our clinic onwards. This focus on patient outcomes has led to patient retention and word of mouth referrals significantly above industry standards and has been a significant factor in our business growth.

To continue to deliver consistent quality service across our organisation, it became necessary to delegate more responsibilities to other staff and update our business systems to streamline procedures, standardise policies, and more clearly define job roles.

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Workstream commenced on Peel Food Zone future water supply

“Innovative approaches like this will be necessary to provide water security for the Peel Food Zone, which will provide food for domestic and international markets for the next 50 years and beyond,” said Mr Fitzpatrick.

Work began in early June by drilling a bore down to the target aquifer, part of the Yarragadee groundwater system. The bore is the first step to being able to determine if the aquifer system is suitable for managed aquifer recharge. This includes investigating attributes such as the soil types below the surface, the water quality both at and below the surface, and an assessment of the possible reaction to the introduction of fresh water into the relatively saline environment.

Managed aquifer recharge is only feasible if there is a suitable aquifer that can accept a sufficient volume of water without harm to the environment. Potential benefits of managed aquifer recharge for the region include:
- generates additional water supplies from sources that may otherwise be wasted
- helps to maintain natural wetlands
- reduces costs associated with water storage dams or tanks
- reduces risk of contamination of stored water

For more please contact the Department of Water and Environmental Regulation communications@dwer.wa.gov.au

Words & Image | Department of Water and Environmental Regulation

An important component of the Transform Peel program is underway with a study of the local aquifer system to secure future water supply for the Peel Food Zone.

The Shire of Murray, Department of Water and Environmental Regulation, and Peel Development Commission are working together to investigate the potential for managed aquifer recharge in the Peel Food Zone.

Managed aquifer recharge is the use of the natural aquifer system to store water for future demand. Water collected over wet winter months is pumped into the deep aquifer system, which in this case is approximately 300m below the surface. This water is then available to be accessed in summer when there is less water available.

Commission chairman Paul Fitzpatrick said managed aquifer recharge is one option being investigated to address the challenges associated with declining rainfall in the South West and climate change.

“Future water security for the Peel Food Zone is critical to ensuring future food production in the Peel region and gaining a competitive advantage in international markets. This project will examine the feasibility of managed aquifer recharge for the region and has the potential to provide a secure water source for the next 50 years and beyond.”

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Planning for the Peel Food Zone

The proposed Peel Food Zone has been reached with the release of the GHD’s report titled Planning for the Proposed Peel Food Zone. The Department of Primary Industry and Regional Development (DPIRD) will be seeking the advice of the local community to shape the final project. This process will ensure the needs and desires of the local farming community are considered.

The PFZ is a strategic element of the Transform Peel Initiative which aims to attract innovative agricultural businesses into the Peel region.

Located east of Mandurah in the Shires of Murray and Serpentine-Jarrahdale, the proposed PFZ initially covered about 28,000 hectares along the Kwinana Freeway and the South West Highway and pivoted around the planned Peel Business Park in Nambelup.

As a study outcome, the PFZ area increased to 42,000 hectares to include high quality soils on the foreshores of the Darling Scarp and established agri-businesses in the Shire of Serpentine-Jarrahdale. Although a large area, not all the land within the PFZ is suitable for agricultural development.

GHD used their multi-criteria analysis (MCA) software (INDEGO) to assess the suitability of six agricultural development scenarios.

- Dryland pasture and grazing of cattle, sheep and horses
- Soil-based irrigated annual horticulture (such as vegetables)
- Soil-based irrigated perennial horticulture (such as fruit trees and vines)
- Soil-based covered irrigated horticulture (such as tunnel houses for strawberries)
- Closed loop protected horticulture (such as vegetables grown in glasshouses)
- Closed loop livestock systems (such as sheds housing poultry or pigs)

Each land use scenario was assessed against a range of environmental, social, infrastructure and physical data sets relevant to each land use. The data was scored and weighted in a workshop in January with members of the Transform Peel and PFZ teams.

The approach generated more than 50 individual maps of scored criteria such as land capability, groundwater availability, road, internet and power supply networks and distances from residential areas and major waterways.

GHD used multiple criteria software to analyse each land use scenario and generated six land suitability maps. The maps and underlying criteria was used to identify the PFZ Food Zone in planning strategies and schemes and is still being considered by the GHD study highlighting the need to manage land use conflicts.

The best way to identify the PFZ Food Zone in planning strategies and schemes is still being considered by the GHD study highlighting the need to manage land use conflicts.

Christine’s career has evolved around her love affair with all things equine which began at the Bunbury Trotting Club when she would attend events with her father. For 16 years, she owned the TAB in Waroona and now she manages the Tot Facilities at the Pinjarra Harness Club. Today, she owns three trotters trained and driven by family members. Christine is the secretary/treasurer of the WA Square Trotters and the treasurer of the Australian Square Trotters. She is a Life Member of the Waroona Basketball Association and has served on many Committees both in Waroona and the Peel region.

In your opinion, what makes the Peel Food Zone so unique?

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What do you do in your spare time?

I love spending time with my daughter and extended family. I enjoy watching the Eagles and following the trots. I love being involved in community events. During the Waroona Show, I’m the Chef Stewards responsible for the hall entries, displays and the judges. It’s a long few days but all worth it in the end. I really enjoy meeting up with people – and seeing the children graduate from their section into competing in the main hall!

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

I see it continuing to grow and be one of the most sought after regions to work, live and play in WA. We will have different industries which will attract people to our place. The equine industry – I call it racing, pacing and chasing – is going to play a major role in the region. It’s the one to watch – I bet on it.

MORE INFORMATION

If you have any queries relating to the Peel Food Zone please contact Heather Percy at heather.percy@agric.wa.gov.au

Q&A Board

Planning for the Peel Food Zone

Board Q&A

Words | Heather Percy, Department of Primary Industries and Regional Development

Images | Western Australia Agriculture Authority

A major milestone of the Peel Food Zone project has been reached with the release of the GHD’s report titled Planning for the Proposed Peel Food Zone. The Department of Primary Industry and Regional Development (previously the Department of Agriculture and Food, Western Australia) worked collaboratively with GHD for six months on the study reviewed the extent of the proposed Peel Food Zone (PFZ) and identified suitable locations for more intensive agriculture. The study researched food zones across Australia and internationally and delved into the land use planning framework for agriculture for the area.

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These typically arise when intensive agricultural activities negatively impact on the amenity of adjoining residents, via excessive odour, noise or visual impact.

One aspect of the project likely to change is the naming of the area for planning purposes. The Western Australian Planning Commission have specific naming conventions for zonings. The DPIRD team will be discussing the most appropriate way to recognise the Peel Food Zone in the planning system with local and State Government in coming months.

Did you know?

The Shire of Waroona stretches from the WA coastline on the west and inland heading east to the Darling Range. Originally known as Drakesbrook, the settlement’s name officially changed to Waroona in 1946 but the town’s old name is still very present nowadays.

In this edition, we talk to Board member Cr Christine Germain who has served as Councillor at the Shire of Waroona for 26 years. Christine is also Manager of the Harvey Community Resource Centre and Chair of the Waroona Community Resource Centre.

Christine’s career has evolved around her love affair with all things equine which began at the Bunbury Trotting Club when she would attend events with her father. For 16 years, she owned the TAB in Waroona and now she manages the Tot Facilities at the Pinjarra Harness Club. Today, she owns three trotters trained and driven by family members. Christine is the secretary/treasurer of the WA Square Trotters and the treasurer of the Australian Square Trotters. She is a Life Member of the Waroona Basketball Association and has served on many Committees both in Waroona and the Peel region.

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

I see it continuing to grow and be one of the most sought after regions to work, live and play in WA. We will have different industries which will attract people to our place. The equine industry – I call it racing, pacing and chasing – is going to play a major role in the region. It’s the one to watch – I bet on it.

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What brought you to the Peel region for work?
After spending 10 great years working and living up in the Pilbara in Port Hedland, it was time for a scenery and lifestyle change. My husband and I spent a week holidaying in Mandurah and living up in the Pilbara in Port Hedland. I realised I had a real knack for organising things and people and setting up systems and processes and I really wanted a role where I was directly helping a busy manager or executive.

How do you like to spend your spare time?
I like to spend all my spare time with my husband going for walks along the beautiful Mandurah foreshore, going to the movies and eating out at some great cafés and restaurants. Living in the Peel region is all about enjoying the great lifestyle that it offers and I try not to ever take this for granted.

Tell us about your background and what motivated you to undertake your Masters of Urban and Regional Planning?
I am from Ghana. West Africa and I completed my first degree in Integrated Rural Art and Industry at Kwame Nkrumah University of Science and Technology. The course dealt with producing artefacts from rural materials which is totally different from what I am doing now but there is an element of rural or regional somewhere which links to what I did in my first degree especially the connection to rural development. I did part-time teaching whilst studying. I also got the opportunity to work with a surveying company (Geomatics Engineering Service) during my national service. I was an enumerator in my department. My role at Geomatics Engineering Service helped develop my professional skills within and outside the organisation. Our key role as a company at that time was to produce maps for the Electricity Company of Ghana. This actually motivated me to pursue a degree in Urban and Regional Planning, but I was already interested in Regional Planning after taking a unit in my degree called Urban and Regional Analysis. This unit presented me with the challenges and interesting aspects that regional towns always exhibit.

Tell us about your academic career.
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Where do you see yourself in five years?
As a young motivated individual, all I wish is to complete my Master’s degree and make myself available to great opportunities that life will offer me. Once I have graduated I will look for a secure job. I’m interested in the challenges and rewarding work that is undertaken within the regional development commissions and the new Department of Primary Industries and Regional Development. Also thinking of getting married and starting a family if possible.

What are your long-term career aspirations?
The million dollar question! I do not intend to overburden myself with structure or firm aspirations. I want to relax and just focus on opportunities that life has to offer. Nonetheless I wish to gain practical experience both in public and private sector and later pursue (maybe) a PhD and teach others what life has offered me. Finally I want to retire as a farmer in either Australia or my motherland Ghana.

Favourite discovery about the Peel region?
The dolphins! It really amazed me when I was having my lunch at the Mandurah foreshore and suddenly three dolphins appeared with other pelicans in a chase for fish (fish). This made me always go to the foreshore to have my lunch and 8 out of 10 times I got to see the dolphins in the water inlet. On a more serious note. The Transform Peel program was also a great discovery especially the innovative way the Commission is tackling the long-standing unemployment rate in the Peel region.

What will you miss most about working in the Peel region at the Peel Development Commission?
The early morning coffee and all the Commission staff. Most of the time the transition from the university to the professional working world is really not that smooth for many, but the staff including the CEO made it very easy for me to blend in the organisation. Commission staff supported me and had time to explain complex issues within the region without breaking sweat and they were always willing to help anytime I didn’t understand something. I will really miss getting my head around the public sector acronyms.

What do you enjoy most about working in the Peel region?
I love the people mostly. In my role at the Commission I have the privilege of getting to interact with such a diverse range of stakeholders and our work is always varied and interesting. People in the Peel region are really passionate about what they do and about getting Peel recognised on a State level for all the great opportunities that this region affords.
Chez Deux Amis Restaurant

Chicken liver parfait

SERVES 12

Ingredients
- 400g unsalted butter
- 400g of chicken liver
- 4 x free-range eggs
- 130mL double cream
- 65mL Brandy
- 160mL Port
- 1 x chopped shallot
- 1 spring thyme
- 1 pinch salt and pepper

Method
In a pan melt the butter on low heat. Once melted remove the pan from the heat to cool down.

With another pan heat 2 tablespoons of olive oil and gently fry the chopped shallots cooking for two minutes on a medium to high heat, then include the brandy followed by the port, bay leaves and thyme. Let the liquid reduce by half then remove the bay and thyme leaves.

Once the butter and shallots has cooled down, place into a jug.

Put the liver and eggs into a blender and mix it on low speed first. Slowly add the shallot butter and once the mixture has incorporated increase the speed slightly.

Pass the mixture through a fine chinois and add the cream, mixing well.

Heat the oven 130 degrees, place the mixture into small jars, then put the jars in water bath covered with aluminium foil and cook for approximately 30 minutes depending on the size of the jar.

To serve
Place on a platter with lightly toasted sourdough and rocket.

Beef cheeks

SERVES 6

Begin by preparing the beef a day ahead by seasoning with salt and pepper, cover and refrigerate for 24 hours. This step is not essential if you are pushed for time, although it ensures an even seasoning throughout the meat.

Ingredients
- 6 x beef cheeks, trimmed
- 1 head of garlic cut horizontally in half
- 100g of onion, chopped
- 100g of carrots, chopped
- 6 x beef cheeks, trimmed
- 100g of passata
- 4 x bay leaves
- 4 x springs of thyme
- 4 x juniper berries, crushed
- 4 x smoked anchovy fillets
- 15g of dried ceps (Porcini mushrooms)
- 2 tbsp of flat-leaf parsley, chopped

Method
Preheat the oven to 160°C / gas mark 3

Remove the beef cheeks from the fridge. Heat the vegetable oil in high in a heavy frying pan, and then add the beef cheeks to the pan to sear on all sides. Once seared, transfer the cheeks to a casserole dish with 50mL of vegetable oil.

In the same heavy frying pan fry the garlic, onion, carrots and celery over a moderate heat until caramelised. Add both the red wine and Madeira to the pan, stir well and simmer until the liquid has reduced by half. Add the beef stock and passata and bring to the boil, skimming off any scum on the surface of the liquid. Stir in the bay leaves, thyme, juniper berries, anchovies and ceps. Place in a baking tray covered with aluminium foil and transfer to the preheated oven. Cook for 2-2.5 hours until the beef cheeks are tender.

Take the baking tray out of the oven and remove the beef cheeks. Place onto another tray and cover with foil, keeping warm. Strain the liquid from the baking tray through a sieve into a clean saucepan and heat gently. Allow the liquid to reduce until it forms a sauce-like consistency, then reduce the heat and keep warm until ready to serve.

To serve
Place the beef cheeks onto a plate and drizzle the sauce around the beef. Top with the chopped parsley and serve immediately with a glass of local red wine.

Chocolate and passion fruit bavarois

SERVES 10 TO 12

Ingredients
- 100g of all-chocolate biscuits
- 40g of butter
- 100g passion fruit pulp
- ½ gelatine leaf
- 2 free-range eggs
- 30g of caster sugar
- 40g of butter, cut into small cubes

Method
To make the chocolate biscuit base: place the biscuits in a bowl and crush with a rolling pin, or alternatively blitz in a food processor for a few seconds until the mixture resembles fine sand. Melt the butter and stir through the crushed biscuits until evenly incorporated.

Place metal rings on a small tray lined with greaseproof paper. Divide the biscuit mixture into four and press down well into the base of the rings in an even layer. Place the tray in the freezer while you make the passion fruit curd.

For the passion fruit curd, place the gelatine leaf in a bowl of cold water and heat the passion fruit pulp in a small saucepan until bubbling. Meanwhile, whisk together the eggs and caster sugar in a small bowl. Pour the hot passion fruit over the eggs and caster sugar whisking thoroughly until fully incorporated.

Remove the ring moulds from the freezer and carefully pour the chocolate mixture evenly between the four moulds. Return the bavarois to the freezer to chill for 30 minutes, then chill in the fridge until needed.

To unmould, the bavarois very gently and quickly run a blowtorch around the edges of the ring moulds, be careful not to hold the blowtorch on any one spot for more than a second or the chocolate will dissolve. Gently pull the ring moulds off.

To serve
To decorate, warm the remaining chocolate leaves in your hands quickly before peeling long chocolate curls off with a speed peeler directly over the desserts. The desserts will keep for 3-4 days in the fridge, but will hold their shape best if unmoulded 1 hour before serving.
Planning the Peel Food Zone

What is the Peel Food Zone?

- The Peel Food Zone is part of the Transform Peel Initiative supported by Royalties for Regions.
- The Peel Food Zone aims to attract innovative agricultural businesses into the Peel region.
- The proposed Peel Food Zone is located north east of Mandurah and covers more than 40 000 hectares across the Shires of Murray and Serpentine-Jarrahdale.
- The Peel Food Zone focuses on opportunities to develop innovative food production and drive production of high quality produce which isn’t climate dependent.

Planning the Peel Food Zone

- A new independent report assessed a range of agricultural industries including free range grazing, irrigated horticulture, glasshouse and hydroponics, and intensive animal production in the Peel Food Zone.
- Investing in planning means future food production can be developed in the most suitable areas.
- Ensuring new job opportunities and investment to support the region’s growing population while protecting the Peel’s wetlands systems are priorities for planning the Peel Food Zone.

Are you a landholder or community group in the Peel region?

Contact Heather Percy, Department of Primary Industries and Regional Development to learn more about the Peel Food Zone.

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agric.wa.gov.au
transformpeel.com.au
Peel Business Park is open for business.

LandCorp is calling for Expressions of Interest (EOI) for the first stage of the development.

As part of the multi-million-dollar Transform Peel program, the 1,000ha development will be an innovative and sustainable industrial zone. Peel Business Park is strategically located and designed to house light and general industry, research and development training facilities, agribusiness, transport and logistics companies.

Located east of the freeway and just off Lakes Road, Peel Business Park will provide excellent immediate access to the growing southern corridor, with the freeway and Mandurah CBD only minutes away.

The EOI will allow us to best design the estate for the needs of interested businesses, and will be backed by best practice services including water, sewer, power, gas and telecommunications.

CBRE
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landcorp.com.au/peelbusinesspark