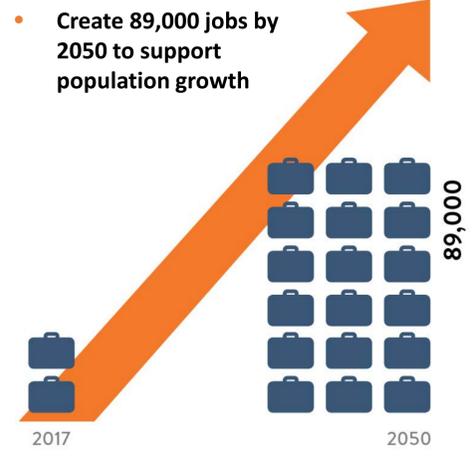
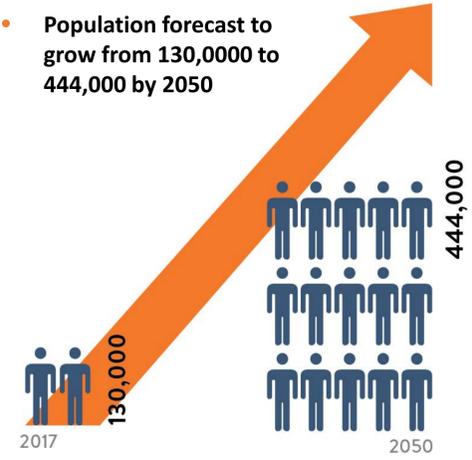


Transform Peel (TP)

A 35 Year vision for strategic industries, better jobs and food security



Peel Business Park
Nambeelup Kaadadjan

- \$45m to activate stage 1 of 1,000 ha industrial estate
- Fully serviced land for industry & employment

Peel Agri Food Study

- 42,000 ha land and opportunity analysis for agriculture
- Recommendations for government to lead
- 2019 Asia Pacific Spatial Excellence Award

Peel Integrated Water Initiative

- Investigating water quality, quantity and supply options over 42,000 ha
- Managed Aquifer Recharge (MAR) Trials

Stages 1 & 2 sold out (29 ha)

2.9% of 1,000ha PBP Delivered

\$145.8m investment

\$235m economic output

542 Jobs supported





Challenges

- Long term ambition and visionary initiative
- Industry engagement with 'the dream' was limited at conceptual level.
- Difficult to communicate and maintain attention
- Market demand for land was not aligned to the product price point

Solutions

- Ongoing focus from senior leaders
- Effective delivery of each element
- Communication and celebration of achievements
- Ongoing studies and investigations to progress delivery against the vision

Feedback and Regional Response

- Continue to innovate and build on TP
- Leveraging strong regional partnerships to focus regional efforts on key issues.
- Expansion of TP to accommodate East Keralup Land Activation, Transformation, Food Innovation Precinct and Murray Future Food Facility.
- The above supported by economic investigation / feasibility processes to inform next steps.
- Significant additional public and private investment into the Peel Business Park.

