

**Creating a
network of diverse
adventures**

**Feature
focus:**

**Tourism Excellence;
how the region is
positioned to grow,
proper and deliver as a
destination**

**Community Chest
Funding:**
tourism investment
highlights



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Cover image courtesy Mandurah and Peel Tourism Organisation



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Australian Government



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



Chairman's Welcome



A warm welcome to the winter issue of *Peel* magazine. This is our fourth edition and we are very excited to bring you 'Tourism Excellence' as our theme for this issue.

Tourism Western Australia has recently released a series of fact sheets updating data specific to the State's nine Regional Development Commissions areas. For the Peel region, the statistical area includes Waroona, Pinjarra, Byford, Mundijong, Murray, Boddington, Serpentine-Jarradale and the wider Mandurah district.

The Tourism Research Australia combined national and international visitor surveys showed the Peel region attracted 576,300 visitors year end December 2015. Of these, 28,800 (5%) were international and a further 50,000 (9%) were from interstate. Statistical data is integral to the forward economic planning for our region and we will use the newly released Peel specific data sets in conjunction with population statistics, data from local councils when preparing business cases for investment opportunities.

Ben Elton's Three Summers movie project, Mark Andersen, Paul Fitzpatrick, Michael Wrenn, Sue Taylor and Ben Elton.

Last year, tourism visitors spent an estimated \$408 million in the Peel, accounting for 8.6% of total visitor spend in regional Western Australia and 4.8% of total visitor spend in the State.

In order to capitalise on our unique natural landscape and existing tourism adventures, our *Peel Regional Investment Blueprint* supports Tourism Western Australia's pillars for growth through focusing on the development of built and workforce infrastructure and establishing connections of experiences to attract and extend visitor stays.

Our key areas of focus for Tourism Excellence include tourism growth through investment, and creating a network of diverse adventures. To this end, we have a key focus on the development of environmental tourism, eco-tourism, heritage tourism, marine tourism, Indigenous tourism and experiential or adventure tourism.

The same factors which appeal to leisure visitors here also drive visitation to events and, increasingly, the Peel's burgeoning business tourism sector. The opportunity for enabling infrastructure investment to underpin events in the arts, sport, culture, entertainment, food and wine sectors is high on our regional agenda.

We recently welcomed the announcement of the \$16 million WA Regional Film Fund. This is an excellent initiative and holds considerable potential for our Peel region. We have superb shooting locations to offer short and feature film productions from our sea to our scarp. A recent increase in investment in filmmaking in regional Western Australia through the Royalties for Regions program has been shown to prove dividends to regional towns.

Filming on location builds tourism capacity, boosts the local economy through the purchase of goods and services, and creates regional jobs. We are delighted with the recent announcement of Ben Elton's *Three Summers* movie project, which will be filmed at Fairbridge and around the region this winter. This distinctive WA born and bred family comedy, inspired by the popular Fairbridge Festival, will have plenty of heartfelt warmth and humour, and aims to reach a wide national and international audience. 

Paul Fitzpatrick

**Chairman
Peel Development Commission**

> Did you know?

During 2015, Peel hosted 567,300 visitors generating 2,111,200 visitor nights. 



CEO's Management Report



Welcome to the winter edition of the *Peel* magazine.

With the end of the financial year now behind us and the State Budget recently announced, it's pertinent to reflect on the announcement made by the State Government at the Mandurah Regional Cabinet meeting on Monday 4 April to invest \$49.3million into the 'Transform Peel' program.

Premier Colin Barnett announced the first phase of funding for Transform Peel, which comprises a business park, food zone and an integrated water initiative across a 28,000ha zone in Nambeelup, 14 kilometers east of Mandurah.

"As a Government, we must look to secure our State's future and provide opportunities for industry growth and employment for generations to come," Mr Barnett said.

"The first stage of the precinct – a 1,000ha business park – will offer land for agricultural and industrial businesses. In terms of growing the economy and creating jobs, this project in the Shire of Murray will rank alongside industrial zones at Canning Vale and the Henderson Marine Complex."

Regional Development and Lands Minister Terry Redman said Transform Peel was central to the Peel Regional Investment Blueprint and an example of the Government's Royalties for Regions investment helping to build vibrant regions with strong economies.

"Funding for the first stage of the precinct will see the creation of services in the business park and also fund research into water initiatives and planning for the food zone," Mr Redman said.

The Transform Peel program will have significant job creation, economic and flow on social benefits for the region for the next 30 years and I'd like to thank the Premier, Minister Redman and Cabinet for their vision for investing in this program.

This edition of the *Peel* magazine takes a detailed look at the tourism industry within the region. We highlight opportunities in the agri-business sector, iconic events, food provenance and hospitality providers, as well as outline the comparative and competitive advantages the region has within the tourism space.

The 'Anytime Adventures' branding has been successful with uptake in a range of outdoor leisure activities including mountain biking, horse riding, trekking and environmental tourism.

This edition reinforces the wonderful natural attributes of the Peel region, but importantly also highlights some of the entrepreneurial and committed operators working within the tourism sector. It is because of these individuals and companies, that the Peel is such a rich and vibrant place to live and recreate.

I hope you enjoy this edition of the *Peel* magazine and find it as informative and inspiring as I do. 

Norman Baker

**Chief Executive Officer
Peel Development Commission**





Tourism Excellence

Tourism is one of the five pillars of focus in the *Peel Regional Investment Blueprint* (Blueprint) and is one of the most recognisable industry's for the community.

WORDS | Kelvin Barr, Peel Development Commission

IMAGES | Peel Development Commission

**The Peel's
natural and built
attractions provide
a strong platform
for tourism
growth.**

Under the 'Tourism Excellence' theme of the Blueprint; the development of a network of adventures that attracts visitors and enables them to engage with the Peel's natural and built attractions in a sustainable manner has been identified as pivotal to the Peel's economic future.

There is strong interrelation between 'Tourism Excellence' and the four Blueprint themes (see Figure 1). They mutually support each other through training and skills development, agri-tourism opportunities, local community sport and recreation and arts and culture activities, and tourism's contribution to the Peel's thriving economic activity.

At a State level, the Premier of Western Australia recently assumed the role of Minister for Tourism, which represents a significant State Government focus on the industry. Working towards diversifying the State's economy is vital given the falling prices of mining resources. The Peel Tourism Economic

Development Strategy 2016-20 (Markettrade) is soon due for release. Aligning with the *State Government Strategy for Tourism in Western Australia 2020*, this document outlines the broad range of opportunities in the Peel for tourism growth and diversification. In particular, the Strategy identifies key regional infrastructure investments for the next four years.

Whether the focus is on the environment, marine and adventure tourism, business tourism or hospitality, the statistics in the Strategy indicate that the Peel has more than 170 attractions and more than 70 activities on offer year round.

These include, but certainly are not limited to:

- Walk, bike, bridle, canoe and 4WD trails



Annual events such as the Waroona All Australian Classic Car day encourages over 3,000 people each year and delivers both economic stimulation and first time visitors to the region.

- Aquatic tours and activities (e.g. boat, houseboat, canoe, jet ski, fishing, surfing, diving, swimming)
- Sport and recreation (e.g. golf, equestrian, horse/greyhound racing)
- Drive tours
- Arts and cultural events
- Historical monuments, museums and discovery centres
- Hospitality diversity including hotels, wineries, breweries, restaurant/café, and markets
- Forests, national parks, beaches, lakes, dams/weirs

The core advantage for the Peel is its proximity to the metropolitan area and a population of around 1.9 million. Essentially the Peel is a very accessible day trip destination with a growing number of visitors choosing to lengthen their stay overnight. Capturing the overnight market will be vital for the economic growth of the tourism sector.



Figure 1 The five pillars of investment
Source: Peel Regional Investment Blueprint



The Peel is a very accessible day trip destination, but statistics indicate more visitors are lengthening their stay.



- Waterway adventures
- Event, tourism and hospitality innovation
- Mixed adventures

This winter edition of the Peel magazine puts Peel's Tourism Excellence front and centre.

New projects are highlighted including Dwellingup Tourism Masterplan, and Pinjarra and Mandurah foreshore redevelopments, successful Community Chest Fund recipients are congratulated, Peel adventures are promoted, and some of our local communities and businesses are profiled.

This winter edition really does demonstrate that we are working hard to meet our Blueprint vision for the Peel to be a progressive, prosperous and dynamic region with a culture of care.

MORE INFORMATION

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

Most community members have an understanding of the effect that tourism has on their town and its economy. Tourism and an increase in the number of visitors can:

- Increase local business income and expenditure
- Increase local employment opportunities
- Diversify training opportunities
- Improve regional branding and regional image
- Increase investment in community facilities and local amenity
- Encourage environmental awareness and sustainability
- Foster innovation and entrepreneurship

The Peel is home to some very passionate and effective tourism champions. As well as the individuals operating locally, there are peak bodies such as the Mandurah and

Peel Tourism Organisation (MAPTO), regional visitor centre network, Peel Chamber of Commerce, Community Resource Centres, and local governments who are the guiding beacons for both visitors and investors in tourism development. These bodies have a strong engagement focus and assist with branding, marketing, investment, business support, skill needs, information gathering, and infrastructure development.

The collaboration of this local and regional network and the overarching State Government agencies will have a key role in addressing the gaps and opportunities highlighted in the forthcoming Peel Tourism Economic Development Strategy. This network will also drive to attract infrastructure investment in the following themes:

- Trail hubs
- Trail networks
- Accommodation nodes



Dwellingup

— an activity centre for tourism

WORDS | Kelvin Barr, Peel Development Commission

IMAGES | Mandurah and Peel Tourism Organisation

Another hugely successful Dwellingup 100 event in 2015 was supported by around 1100 mountain bike riders who gathered at the small town of Dwellingup in the Peel region.

All available accommodation, including camp sites, were fully booked and even private homes were rented out. Local businesses hummed with the amazing influx of riders, supporters and organisers. Elite riders from the industry conducted skills workshops in the local schools, which fielded contestants for the different length courses. Local businesses got behind the event with pre and after event parties and

special arrangements for visitors which created a vibrant and exciting place to be.

Dwellingup is firmly placed on the events calendar for mountain biking and tourism activities so a group of community and business people, working together as the Dwellingup Community Compact, has embarked on their next project to set in place a plan for tourism growth in their town. Supported by the Shire of Murray and the Peel Development Commission this Compact has been active in promoting their town as a tourism centre and has plans to further develop facilities and activities to encourage visitors to sample some of the adventures available there, and grow the tourism dollar.

This dynamic group is constantly on the lookout for ways to firmly entrench Dwellingup, 'where trails meet,' as a key tourism town in the Peel. As any progressive group knows, in order to attract funding for projects a plan is required, so with financial support through the Royalties for Regions

program via the Peel Community Chest Fund, the Compact has produced their Dwellingup Tourism Concept Plan.

This plan outlines a number of competitive advantages for Dwellingup as a result of discussions at community and stakeholder meetings; with the entire community behind this initiative for a town that holds a great deal of charm and liveability.

Dwellingup is only a short drive from Perth and has many attractions which has cemented its place as a 'must visit town' on the calendar of many Perth and Peel residents.

This small town, uniquely located amongst the beautiful state forest of the Darling Range and nestled between the South Dandalup and Murray rivers, has a resident

The annual Dwelling 100 event attracts competitors from across the world.





**TOURISM
EXCELLENCE**

'Where trails meet'

The goal is to firmly entrench Dwellingup as a key tourism town in the Peel.



population of around 400 people and envelopes the intersection of the iconic Bibbulmun Walk Track and Munda Biddi Bike Trail.

Add to these attractions the Hotham Valley Tourist Railway traditional steam train ride or dinner experience and the interesting and progressive Forrest Heritage Centre, visitors have a wide range of exciting things to do.

Visitors can also schedule their trip to coincide with regional log chop competitions or the carriage driving club's monthly event, try a bit of canoeing or white water rafting, or just enjoy a meal in this historic timber and milling town.

The Dwellingup Tourism Concept Plan paints a picture of the variety of facilities a future Dwellingup will require, to meet the needs of a broad range of visitors to create an enhanced visitor experience for the future.

A mountain bike trail hub is a central focus for the plan capitalising on Dwellingup's record of holding great events, such as the Dwellingup 100, with its existing bike trails supported through the plans of the Department of Parks and Wildlife for new trails

to complement already upgraded camping facilities in the Lane Pool area.

Front and centre in the development zone, in the middle of town just off the South West Highway, is the Trail Hub main building with linkages to the existing Visitor Centre, museum and ablution block. Around this hub, the plan includes upgraded parking, a Pump Park (recent evolution of a skate park), BBQs, nature play and socialisation areas.

The main or core building will have all the facilities required for the recreation or experienced trail bike

riders with covered areas for loading and unloading bikes, wash down, assembly and repairs area, storage and lockers, upgraded ablution block and laundromat.

This new hub will be a huge boost for the town and its tourism aspirations and the Peel Development Commission is a strong supporter of the plan. 

MORE INFORMATION

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





Eastern Foreshore Waterfront Revitalisation

WORDS | Tim Bateman, City of Mandurah

IMAGES | City of Mandurah

The Mandurah Eastern Foreshore Waterfront Revitalisation project will create vibrant and engaging public open spaces along Mandurah's Eastern Foreshore and Mandjar Square, adjacent to the Mandurah Performing Arts Centre (MPAC).

The revitalisation is a two-stage project comprising the Mandjar Square Redevelopment, which is a key component of the City's *Arts, Heritage and Culture Strategy* and the *Civic and Cultural Precinct Master Plan*, and the Eastern Foreshore Redevelopment.

The \$2 million Mandjar Square Redevelopment will create a vibrant, flexible and culturally enriched public open space adjacent to MPAC that will attract and engage residents and visitors. It will incorporate new paved surface treatments, catenary suspended and fixed pole lighting systems, soft landscaping, grassed areas, upgraded utilities, shade structures, furniture, interactive play elements, a pop-out café/kiosk and an entertainment stage and boardwalk.

Detailed design for the Mandjar Square Redevelopment is currently

being undertaken, and is due for completion by mid-year. Project construction is due to be undertaken between November this year and June 2017, depending on funding outcomes.

The first phase of the Eastern Foreshore Redevelopment, the \$2.7 million seawall reconstruction, commenced in June and is due for completion by December.

This project was part-funded by the Western Australian Government's Royalties for Regions program (\$1.5 million), with the remaining \$1.2 million contributed by the City.

The new seawall will replace the existing wall, which is old and rapidly deteriorating. The existing seawall height is also insufficient to cope with consistent high tides, which results in increased erosion behind the wall, leading to pavement cracking and wall failure.

One of the key drivers of the seawall project is the anticipated impact of rising sea levels, which will require the wall to be increased in height by approximately one metre in order to avoid flooding of the Eastern Foreshore, and potentially the City Centre. Detailed scientific modelling has been undertaken to prove this need.

Construction has commenced as part of the first phase of the Eastern Foreshore Redevelopment.



The \$2 million Mandjar Square redevelopment will create a vibrant, flexible and culturally enriched public open space.



The second phase of the Eastern Foreshore Redevelopment includes construction of improved playground and water play areas, entertainment and stage areas, kiosk, café and toilet facilities, additional public spaces.

Initial community consultation for the Eastern Foreshore Redevelopment was undertaken in 2013 on the City's community engagement portal, 'Have Your Say Mandurah'. This provided the City with feedback on the community's vision for the foreshore.

The Eastern Foreshore Redevelopment involves a combination of rejuvenating the existing public realm, undertaking waterside development opportunities, providing private property redevelopment incentives, and management and marketing of the Foreshore's recreation, leisure, economic, social and cultural aspects. The key themes of the Eastern Foreshore Redevelopment involve:

- Providing local residents and visitors with a variety of waterside experiences;
- Creating an integrated network of Foreshore places; and
- Optimising tourism attractions and infrastructure.

The second phase of the Eastern Foreshore Redevelopment is currently budgeted at approximately \$15 million.

Following the 2013 community engagement period, a concept plan was prepared for the Eastern Foreshore Redevelopment. Further community consultation is due to be undertaken in late 2016, to be followed by preparation of a detailed design in early 2017. Once detailed design has been completed, an accurate project cost and scope of works will be known, with construction due to be undertaken between early 2018 and mid-2019, depending on funding outcomes.

Once completed, the project will become a showpiece of the *Mandurah Foreshore Focus 2020* vision, undertaken in 2006 to prepare



a long-term masterplan for the Mandurah Eastern and Western Foreshore precincts. The principal goal of the Eastern Foreshore redevelopment is to add to the amenity and vibrancy of Mandurah, making it a more enjoyable place to live, work, visit and play.

The Eastern Foreshore Waterfront Revitalisation will deliver significant economic benefits to Mandurah. The project is expected to provide around 55 full-time jobs during the construction phase, and around 38 local jobs post-construction in the hospitality and tourism sector. The project has a net present value of approximately \$57 million.

In March 2016, the City submitted a funding application to Round 3 of the Australian Government's *National Stronger Regions Fund* (NSRF), seeking \$7 million for the Mandurah Eastern Foreshore Waterfront Revitalisation. Successful NSRF Round 3 projects are due to be announced in July. If the City's NSRF application is unsuccessful, the project will not proceed until alternative funding can be found.

Given that the total project cost of the Mandurah Eastern Foreshore Waterfront Revitalisation could potentially be higher than \$17 million,



Mandurah Eastern Foreshore Redevelopment Concept Master Plan.

the City is eager to explore a potential three-way funding partnership with the Western Australian and Australian Governments for the Mandurah Eastern Foreshore Waterfront Revitalisation. Such a partnership would potentially reduce the capital outlay required from both the City and the Australian Government, and ensure the timely completion of the project in its entirety.

The City of Mandurah is currently advocating for a joint State/Federal funding commitment to ensure the successful completion of the Mandurah Eastern Foreshore Waterfront Revitalisation by 2019/20.

MORE INFORMATION

For further information regarding the project contact Tim Bateman. All media enquiries should be directed to the City of Mandurah, visit www.cityofmandurah.com.au or call (08) 9550 3777.



Golf *in the* Peel...

WORDS | Mia Lacy, Peel Development Commission

IMAGES | Mandurah and Peel Tourism Organisation

According to a Tourism Australia report on golfing tourism, the two most important features sought by golfing tourists are the ability to play premium courses, and course variety.



Mandurah and Peel Tourism Organisation's recently launched Peel Golf Guide.

Our region is blessed with a variety of world class golf courses, all in close proximity to each other. Their immaculately kept fairways and greens enclosed in beautiful surroundings make Peel courses a golfer's dream.

Most core golf tourists travel with family and friends and typically plan three to five rounds over one or two courses. The average spend by domestic golf tourists is \$302 per night and they stay on average 5.3 nights.

Tourism Research Australia reported that 1.575 million golf trips were taken in Australia in 2013, generating 8.4 million golf visitor nights. It estimated total golf tourism expenditure by tourists who have golf as a primary motivating factor approximated \$820 million ranging to a high estimate of approx. \$1.09 billion of which international tourism accounts for 20%.

The Peel courses have attracted their share of golfing visitors for decades, however the focus is now shifting into a higher gear with Mandurah and Peel Tourism Organisation (MAPTO) recently launching a golf booklet specifically for this sector.

MAPTO's CEO Karen Priest said the booklet showcased the key differentiating points of each of the Peel's courses, as well as how close they all are in proximity.

"We have been working collaboratively with all of the region's golf course managers and they have contributed valuable information about how their clients book and use the various courses," she said.

MAPTO is presently developing an overarching golf promotion strategy, and has recently targeted high profile events through a relationship with Sports Marketing Australia.

With the support of the City of Mandurah, one PGA event has been confirmed and several others are on the horizon.

"The Mandurah Country Club and The Cut both have a history of hosting PGA tournaments and have announced they are joint hosts of the Steel Scene Peel Pro-Am held over two days in May. This will help to raise the profile of the specific courses, and of the region as a whole," said Ms Priest.



The new tournament, with prize money of \$22,000, will be run in the form of a pro-am and represents a significant step back into the WA Pro-Am environment for the Peel clubs.

“Golf events – especially televised ones – are an excellent way to showcase the region. We are also working on packaging golf tours to pre and post conference guests, and creating other product to attract corporate golfers to our courses,” said Ms Priest.

A round up of the Peel’s courses showcases a diverse range of features and benefits to professional and amateur players.



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1 | The Cut

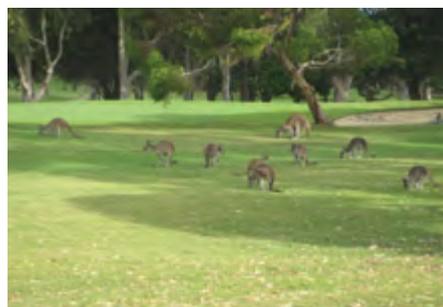
AN AWE INSPIRING SEASIDE CHALLENGE COMBINED WITH BEAUTIFUL INLAND PLAY

LINKS COURSE – PAR 72

The Cut offers unique, panoramic views of the Indian Ocean. It has 5 star facilities including a modern clubhouse and restaurant all open to the public. The Cut delivers a ‘True Links Experience.’

A must-play course for golf enthusiasts visiting Perth and the Peel region. Voted Western Australia’s number one course within 3 years of opening, it’s consistently ranked in the top 25 courses overall in Australia.

Corporate Golf Events are a speciality at The Cut. A fleet of 65 motorised carts, fully equipped change rooms, practice facilities and a superb restaurant and casual brassiere. Likened to Barnbougle and St Andrews Beach, this James Wilcher designed course will excite and challenge golfers of all abilities.



16 Marsh Place, Halls Head
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www.mandcountryclub.com.au

2 | Mandurah Country Club

PARKLAND GOLF OFFERS CHALLENGING PLAY AMIDST DIVERSE SCENERY

PARKLAND COURSE – PAR 71

From the highest point of Halls Head, play against a backdrop of ocean views on pristine Bent greens and Tuart lined fairways of lush Couch.

This incredible course enjoys an elevated location to offer superbly challenging golf through a parkland setting with majestic trees keeping it interesting all the way. This is a course that offers diversity of natural environments and golfing play.

Do not miss your opportunity to play this hidden gem of the Peel region. And when you’ve puttied out on the 18th, relax with a drink and review the day’s play in the brand new bar where drinks are offered at generous member’s prices.



**Secret Harbour Boulevard,
Secret Harbour
T. (08) 9524 7133
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www.secretsgolf.com.au**

3 | Secrets Golf Course

A LINKS COURSE INSPIRED BY THE CLASSIC COURSES OF SCOTLAND

LINKS COURSE – PAR 72

Crafted into the spectacular ocean side landscape, this course boasts 18 superbly designed holes all set against a breathtaking Indian Ocean panorama.

Secret Harbour Golf Links presents you with the opportunity to experience a traditional Scottish links course with small pot bunkers and rolling fairways set amid the natural sand dunes against a backdrop of spectacular ocean views.

Designed by the renowned golf architect and player, Graham Marsh, this links course reflects the style of traditional Scottish courses such as Muirfield, Turnberry and St. Andrews. As part of the 'Golf Coast' group, the Secrets course is just 45 minutes from Perth.



**Hill St, Waroona
T. (08) 9733 1700
E. waroonagolfclub@gmail.com
waroonagolfclub.com.au**

4 | Waroona Golf Club

A TRUE GOLFING CHALLENGE IN THE COUNTRY

COUNTRY COURSE – PAR 72

This charming country course takes your golf back to its purest form with 18 holes set in natural bush surrounds which boast stunning displays of seasonal wildflowers.

The Waroona Golf Club is all about the people and a genuine love of our great game. Offering a unique combination of challenge and charm, the 18 hole course features sand greens with the surrounds and fairway approaches kept green with reticulation.

Run by local people with a competitive spirit and real passion for the game, the Waroona Golf Club offers a wonderful experience based on a strong sense of country town community.



**Lot 199 Port Kennedy Drive,
Port Kennedy
T. (08) 9524 5991
E. admin@kennedybay.com.au
www.kennedybay.com.au**

5 | The Links, Kennedy Bay

ENJOY BEAUTIFUL UNDULATING FAIRWAYS AND EXCEPTIONAL GREENS

LINKS COURSE – PAR 72

In 2015 this course was ranked the Number One public access course in WA and with 115 pot bunkers it presents an enjoyable challenge to all golfers.

Acclaimed as one of Western Australia's best courses, The Links Kennedy Bay course is characterised by beautifully undulating landscapes with fast running fairways and superb greens.

This is a true links course following the fine golfing traditions established in Scotland and Ireland where the game was first invented. Designed by Michael Coate and the late Roger Mackay in conjunction with Ian Baker Finch, this par 72 championship course will be a true test of your skills.



23 Meadow Springs Drive, Mandurah
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6 | Meadow Springs Golf and Country Club

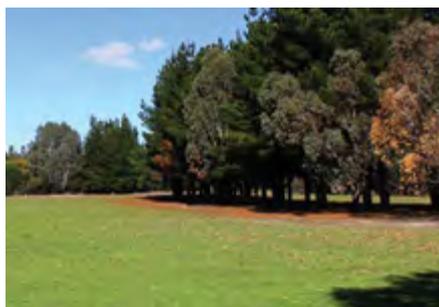
A COURSE THAT HAS PROUDLY HOSTED 7 WA OPENS

PARKLAND COURSE – PAR 72

This is your chance to experience 'golf as nature intended' on a course with immaculate fairways gently meandering through towering Tuart trees.

The Meadow Springs course features an undulating layout by Robert Trent Jones Jnr that follows the naturally occurring features of the landscape. No holes run parallel to each other creating a stimulating and interesting challenge at every hole.

This is a course that is both a highly regarded test while also being renowned for being very playable with generous fairways and strategic bunkering that favour the thinking golfer.



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7 | Boddington Golf

SUPERB COUNTRY GOLFING WITH RIVER FRONTAGE AND LOVELY LOCALS

COUNTRY COURSE – PAR 72

Play Boddington to experience the best of country golfing at a club that has been built on the passionate energy of the local golfing community.

Set on what was once farming land, this lovely country course features sand greens and winter pastured fairways. The course is passionately maintained by volunteers and club members and is a credit to their dedication.

With pines and native trees lining the fairways, this course is bordered by homes and a winding river. Sloping fairways make for challenging play and an interesting and exhilarating walk for everyone who appreciates the charm of golf on a country course.



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www.pinjarragolf.com.au

8 | Pinjarra Golf Club

A COUNTRY COURSE WITH REAL HISTORY SO CLOSE TO PERTH

COUNTRY COURSE – PAR 72

A charming country club with a genuine history now offers golfers of all standards an enjoyable day of play in an exciting and vibrant environment.

This club dates way back to 1912 and as such has an impressive history as one of Western Australia's oldest golf courses. Just 80km from Perth, this well equipped country course offers a great golfing day trip from the city.

The club offers players an enjoyable day of golf and plenty of opportunities to hone your skills on the club's practice fairway and chipping and putting greens. There is a fully stocked Pro Shop and golf lessons by resident Golf Professional Andrew Thomas.



Peel Regional Adventure Trails

WORDS | Janine Hatch, Peel Development Commission

IMAGES | Mandurah and Peel Tourism Organisation

The Peel region is blessed with a number of magnificent natural features including 75 kilometres of attractive and accessible coastline, the Peel-Harvey Estuary and associated waterways as well as extensive forests and national parks.

A variety of wildlife is easy to find throughout the year making the Peel the perfect destination for the nature and adventure lover.

The Mandurah and Peel Tourism Organisation (MAPTO) recognises that the natural environment is what gives the Peel region its distinctive, attractive character. Every adventure is easily accessible from Perth, anytime.

Adventure tourism features strongly in MAPTO's vision for the region and its tourism branding with valid reason.

Adventure tourism is gaining market share throughout the world. This is due in part to holiday-makers who want something different, to be able to use their time to make a difference, or they are looking to combine travel with their favourite

sport or activity. Adventure travel creates the opportunity for both local and external investment and supports a nationally growing recreation and leisure industry. Trail development, whether it be hiking, mountain-biking, kayaking, or bridle, is a form of adventure tourism.

The regions bird-life and expansive waterways can be experienced in a multitude of ways, reinforcing the Peel as a destination for adventure tourism.





Peel region features 75 kilometres of attractive and accessible coastline.

Table 1 Some of Peel's world class tracks and trails

Location
Boddington
<ul style="list-style-type: none"> • Bibbulmun Track • Hotham River Foreshore and Lion's Weir • Ranford Pool Walk Trail • Tullis Bridge Walk Trail
Mandurah
<ul style="list-style-type: none"> • Mandurah Scenic Rides
Murray
<ul style="list-style-type: none"> • Bibbulmun Track • Gold Mine Hill Walk • Herron Point • King Jarrah Track • Lane Poole Reserve Trails • Marrinup Cycle Trail • Munda Biddi Cycle Trail • Pinjarra Heritage Walk Trail • Pinjarra Suspension Bridge • Trees Adventure • Turner Hill Trail
Serpentine-Jarrahdale
<ul style="list-style-type: none"> • Blue Rocks Walks • Darling Downs Bridle Trails • Jarrahdale Post-Federation Walk Trail • Jarrahdale Pre-Federation Walk Trail • Langford Park Bridle Trail • Mountain Bike Circuit Langford Park • Mundijong Main Street Historical Walk • Mundlimup Trail and Loop • Serpentine Falls Walk Trail
Waroona
<ul style="list-style-type: none"> • Bibbulmun Track • Drakesbrook Weir • Thrombolites and Lake Clifton • Yalgorup National Park Walk/Bike



Well-managed trails running through communities can foster substantial, sustainable economic activity through business development and tourism. Trails encourage the establishment of 'clean' industries and business, such as cafés, bike shops, and bed and breakfasts in communities as these types of visitors primarily spend money on food, transport and accommodation.

MAPTO's Anytime Adventures campaign prominently features Peel's world class offerings of tracks and trails. The Peel has trails for every hiker, birdwatcher, horse-rider, urban stroller and adventure seeker (see Table 1).

Trails, whether advertised or not, bring out-of-town visitors. While these eco-systems become tourism products, communities can directly benefit from being good environmental stewards.

The Peel region offers has trails for every hiker, birdwatcher, horse-rider, urban stroller and adventure seeker.

More than this, the development of trails and spread of adventure tourism will have beneficial effects on population health with the physical nature of these activities.

One of the beauties of the Peel's adventure trails is that they can be experienced all year around so now is the perfect time to start exploring this beautiful region. Head to www.visitpeel.com.au for details on more Peel adventures.

MORE INFORMATION

Please contact: **Karen Priest, CEO at MAPTO, phone (08) 9534 7515 or email karen.priest@mapto.com.au**

> Did you know?

More than 70 activities including 36 trails, 16 adventure-recreation based and 14 aquatic-based hires and tours are available in the Peel?

Business tourism

What is the potential the Peel region?

WORDS | Mia Lacy, Peel Development Commission

IMAGES | Mandurah and Peel Tourism Organisation and Peel Development Commission

Many of the same aspects that draw thousands of leisure visitors to the Peel region are also the lure for lucrative business tourism visitors.

Ease of access, facilities, professional support, the diverse experiences on offer and the natural beauty of the region are the key factors influencing the conference, meetings and business events clients who decide to convene here.

While meetings and conferences are primarily focused on the City of Mandurah currently, business tourism has exciting potential for the wider region with some operators already

fully engaged in hosting corporate groups for team building, adventure activities and smaller corporate getaways.

The Peel region's collective strengths in the business tourism arena have been identified by Mandurah and Peel Tourism Organisation (MAPTO). Karen Priest, MAPTO's CEO, believes the region can further build on these unique selling points.

"We are fortunate to have close and collaborative relationships with local operators and the Perth Convention Bureau, we have localised services in one place in Mandurah, and access to a network of experienced tourism operators who are closely linked. Mandurah and the Peel region offers a real economic alternative to Perth's CBD for business events and satellite conferences, and I particularly like the Nyoongar connection to Mandurah with 'Mandjar' meaning 'meeting place'," says Karen Priest.

Cities and coastal/beachside settings rated highly in terms of areas or locations decision makers would

most likely hold a business event in Australia, according to Tourism Australia research.

"We are fortunate in Mandurah to have an existing business tourism precinct marked by the Mandurah Performing Arts Centre, Reading Cinemas, Mandjar Square and The Sebel Mandurah. The combination of this infrastructure has hosted many business events already," she said.

Research into the business events sector shows conference delegates are higher spenders than leisure tourism visitors.

"Because of their different orientation, conference delegates outspend other visitors," said Ms Priest.

"The Perth Convention Bureau values the daily spend of an international delegate at \$657.26 and a national delegate at \$420.08. Conference registration and food and beverage represents 26% of the daily spend for national/international delegates with

Business tourism

has exciting potential for the wider region with some operators already engaged.



**TOURISM
EXCELLENCE**



Benefits of business tourism

The recent Rotary District conference held in Mandurah had direct and immediate impact with local operators

- Touring options offered included a Mandurah Cruises luncheon scenic cruise up the Murray River. Significantly, the Rotary conference included a Rotary Youth Conference as part of its program and also welcomed members of International Fellowship of Yachting Rotarians (IFYR).
- Two IFYR member vessels spent all of Saturday of the conference outside MPAC, open for business offering refreshments and an interlude for delegates interested in finding out more about IFYR, one of the many fellowships inside Rotary.

the rest of the delegate spend going to accommodation, merchandise, entertainment, domestic transport such as taxis/hire car/fuel/buses and other business expenses.”

“One case study which MAPTO uses – a Rotary District 9465 Conference

held in Mandurah which attracted 225 delegates and 92 partners i.e. 317 attendees in total – showed an economic impact of \$201,575.00 direct from the three day event. This was the third time the Rotarians had convened their regional conference in Mandurah and of prime consideration to them was the location of Mandurah and securing the Mandurah Performing Arts Centre as the venue for one of their leading events.”

MORE INFORMATION

For further information contact: Karen Priest, CEO at MAPTO, phone (08) 9534 7515 or email karen.priest@mapto.com.au

> Did you know?

Fairbridge has hosted approximately 10,000 people over the last 12 months, via conference, community groups and schools.

(This number excludes Fairbridge wedding and festival numbers).

Tourism features in the Community Chest Investment

Investment

These grants support region-specific priorities driven by local communities.

WORDS | Janine Hatch, Peel Development Commission

IMAGES | Peel Development Commission

The *Peel Regional Investment Blueprint* (Blueprint) sets a goal for 2050 for the Peel's tourism industry and related businesses to be diverse, competitive and sustainable creating economic growth and jobs through high value products and services.

The Blueprint highlights two key tourism focus areas. That is to grow the Peel tourism economy through infrastructure investment and product diversification; and to create a network of diverse adventures which attracts visitors and extends their stay.

The region is well on its way to achieving these aspirational goals. The growing tourism sector in the Peel shone through in this year's Peel Community Chest applicants with a number of tourism related projects successfully receiving Royalties for Regions funding.

The Peel Community Chest, administered by the Peel Development Commission, offers grants up to \$50,000 to community, local government and not-for-profit organisations. These grants support region-specific priorities driven by local communities to assist the development of infrastructure, services and community projects.



The following successful tourism projects will contribute to product development, brand marketing, cultural events, and visitor services throughout the Peel and strategically align with the Blueprint's goals and objectives. These projects also demonstrate the breadth of sector enterprise in the region including adventure tourism, fine arts and culture, heritage, environmental, and agri-tourism.

Common Threads Wearable Art

\$38,504 – City of Mandurah to increase the showcase event from one night to two nights (doubling spectator capacity from 800 to 1,600 people); expand the capacity of building workshops; and increase the number of exhibitions.

Mandurah 2016 Show

\$10,000 – Mandurah Philatelic Society to host the Mandurah 2016 stamp, coin, banknote and postcard exhibition in November showcasing

Forest Heritage Centre received \$35,350 to establish the Emu Trail in Dwellingup.

displays from around Australia in a national and State competition.

Mandurah and Peel Region Business Tourism Brand and Campaign Creation

\$15,000 – Mandurah and Peel Tourism Organisation (MAPTO) to create a business tourism brand and implement a marketing campaign to attract business tourism to the region.

Emu Directional Walk Trail

\$35,350 – Forest Heritage Centre to establish the Emu Trail (1.2km) connecting the Forest Heritage Centre to the Dwellingup town centre. Emu footprints will be painted on the universal trail every five metres and signage designed and painted by local artist Wendy Binks will be located on local businesses premises and along the trail.

Binjareb Park

\$32,500 – Murray Districts Aboriginal Association to improve Binjareb Park and Cultural Centre including site signage, kitchen sink and plumbing, blinds, water fountain, trail extensions, and bush theatre.

Dwellingup Tourism Precinct Play Space Shade Sails

\$39,680 – Shire of Murray to erect shade sails and tree planting providing relief from the sun at the Dwellingup Tourist Precinct Play Space.

Hotham River Walking Trail and Bird Hide – Stage 1

\$13,232 – Shire of Boddington to construct a gravel path extension from the existing boardwalk at the western end of the weir pool through to William Street and a bird hide midway. This will deliver useful tourism infrastructure linked with existing assets and provide new opportunities for tourists and locals to appreciate the natural environment of the Hotham River and its birdlife.

Citrus Fair @ Whitby Falls Farm

\$20,000 – Murdoch University to host an event that will demonstrate the links between food and farming at the historic Whitby Falls farm which is not usually open to the public. This will provide a sustainably-run event that builds the Peel and Murdoch's

reputations as quality, innovative and 'green' destinations. See page 38 of this edition for further detail regarding this event.

The other successful Peel Community Chest projects to receive funding from the Peel Development Commission strongly align to the Blueprint themes of Capable People, Thriving Industry, and Strong and Resilient Communities. Congratulations to the following projects:

Emergency Management Centre Generator

\$50,000 – Shire of Waroona to purchase a generator with suitable capacity to power the Shire Office Administration Centre whilst acting as an Emergency Management Facility.

Byford Community Garden

\$20,739 – Byford Glades Residents Association to establish the Byford Community Garden. Phase 1 (of a 2 Phase plan) will enable the establishment of critical infrastructure and ten garden beds.

Rope Climber Adventure Net

\$39,231 – North Yunderup Community Association providing a Rope Climber Adventure Net for the youth and a sea container to store equipment used for events held throughout the year in Kingfisher Park North Yunderup for the community.

Ravenswood Sanctuary Model Boat Club

\$1,760 – To pave the edge of their boating lake to coincide with other funding they have secured to raise the land and replace the wharf that has collapsed due to constant submerging during the winter months. Both these projects will create a safer and superior area for their members.

Shade Protection and Fencing at Waroona Bowling and Social Club

\$24,020 – Waroona Bowling and Social Club to install shade protection, pave perimeter and replace fencing of Bowling Green "A".

Mundijong Heritage Uniting Church and Community Garden

\$12,500 – Uniting Church Australia Property Trust to bitumise the carpark. This is part of an overall refurbishment program for the building and grounds at the Mundijong Heritage Uniting church.

Shade Area for Basketball Court

\$10,000 – St Joseph's Catholic Primary School to install shade sails over the basketball area of the school.

Clubhouse Roof Sheeting replacement and kitchen upgrade

\$22,000 – Waroona Golf Club to replace the clubhouse roof and upgrade the kitchen facilities.

Access and Inclusion for all at Mandurah Community Gardens

\$15,484 – Mandurah Community Gardens to improve garden accessibility to further the inclusion of a range of people such as the elderly, children, wheelchair users, and those with reduced mobility and/or disabilities. This project will upgrade pathways, increase shade and seating, construct an accessible shed, and install fencing and gates for improved security.



Jarrahdale Oval Fencing

\$20,000 – Serpentine Jarrahdale Lions Club to construct a fence and gate around the perimeter of the Jarrahdale Oval to ensure that the forthcoming renovation of the grassed area with its reticulation will be adequately protected.

Sailability Sail Training Program

\$50,000 – Port Bouvard Recreation and Sporting Club to establish sail training from those with disabilities under the auspices of Sailability WA. The project will purchase yachts and a pontoon, of acceptable standard to the Department of Transport, to provide minimum equipment needed to launch the program.

Peel Chamber Business Growth Series

\$30,000 – Peel Chamber of Commerce and Industry to deliver innovative industry business forums and summit to be held over an 18 month period. High profile, inspirational speakers and business industry leaders will be engaged and will identify inhibitors and disruption to small business growth inherent in the existing infrastructure and legislative frameworks.

The Peel Development Commission is looking forward to working with proponents to deliver a strong community and economic development focus in the region through our small grant scheme.



MORE INFORMATION

For further information please contact: **Simone Hutton, Grants and Project Officer at Peel Development Commission on (08) 9535 4140 or simone.hutton@peel.wa.gov.au**

The Sebel Mandurah

– developing hoteliers for



WORDS & IMAGES | Dougal McConnell,
The Sebel Mandurah

The Sebel Mandurah, part of the French global hotel family, AccorHotels, provides direct employment to 40 local people and prides itself on the development opportunities available to team members.

One of the biggest challenges to the hospitality industry has always been the retention of employees, with the industry often seen as a place to work while you wait for a 'real job'. With tourism an ever increasing contributor to the Australian economy, this is clearly an outdated view.

Central to the team's development is AccorHotels Academie – the Australian based Registered Training Organisation (RTO) operating from AccorHotels' Sydney corporate office.

AccorHotels Academie is a global team of learning professionals dedicated to supporting our people in being the best versions of themselves. In Australia, the Academie offers learning pathways from onboarding to career building at all levels of the business.

It uses modern learning practices including hybrid classroom set-ups, self-paced online learning and live virtual classrooms so that any employee in any hotel in any location can benefit from a learning experience.



rah r the future



Given that AccorHotels has WA properties stretching from Albany to Kununurra, delivering training programs via online and virtual platforms is critical to ensure the inclusion of remote area staff; while increasing training availability and reducing training costs.

The Sebel Mandurah's employees are exposed to the Academie's courses from the very start of their employment, with various safety and conduct modules delivered via the Academie's online University. The online University has over 100 self-paced courses available to every AccorHotels employee at no cost, covering a range of areas:

- Basic safety units such as Hazard Identification and Electrical Safety;
- Company specific units such as Sales Applications, Loyalty Programs, and various Technical Skills; and

- General Business units such as Conflict Resolution, Managing Microsoft Outlook and Performance Managing Teams.

However, self-paced training is limited in its effectiveness and all good training plans require a mix including guidance and delivery by a skilled trainer. The Sebel Mandurah's team has access to structured courses tailored to the employee's role, or potential next role. These may include courses such as Tools for New Supervisors and Managing Workplace Safety. These opportunities can expand into the nationally recognised Certificate III in Hospitality and Diploma in Hospitality.

As a team member's career progresses, there is a shift away from standard training courses to teach skills, towards programs designed to lift high potential employees into senior roles. High performing middle managers, after a rigorous

assessment program, may be selected to the Accor Executive Leadership Program. This two year program sees participants undertake three strategic management and leadership roles in different business units around Australia and New Zealand, generally in areas where they have limited experience (e.g. a Chef in Perth might take placements as a Front Office Manager in Cairns, then a Sales Manager in Auckland and conclude as a Procurement Project Manager at the Sydney Corporate Office). Participants will be mentored by a senior executive and undertake significant projects within their business units. The aim is to prepare applicants for the move into Senior Department Head or General Manager ranks upon completion of the program. Past graduates are found throughout the company's General Managers and Vice Presidents.

This program is designed for women in leadership and builds a network of top female talent, with several graduates successfully appointed to General Manager positions upon completion of the program.

Our learning pathways build strong talent pipelines ensuring that AccorHotels' people are prepared to lead the future of hospitality. If you are interested in learning more about what AccorHotels Australia offers its people, please feel free to visit www.jobsataccor.com.au/your-development

MORE INFORMATION

For further information please contact: Dougal McConnell, General Manager, The Sebel Mandurah, phone (08) 9512 8310 or email dougal.mcconnell@accor.com

Eve Ahearn, Learning and Development Manager WA, Academie Accor phone (08) 9214 4355 or email eve.ahearn@accor.com



74%
of regional hospitality
employees are
sourced locally.

Hospitality, Tourism & Events Training



WORDS | Kristie Tonkin, Peel Development Commission

IMAGES | Jeff Atkinson and South Metropolitan TAFE

Vocational Education and Training (VET) assists individuals in gaining practical skills, improving opportunities for employment.

Peel residents can engage in VET to gain a range of skills to equip them for employment in the growing hospitality, tourism and events industry.

Jobs in this sector are population driven, leading to an increase in jobs proportional with population growth. Holding the proportion of jobs to population constant with the ABS Place of Work 2011 Census data, indicates there is an estimated 3,250 hospitality, tourism and events employees currently in the Peel. As the population rises towards 440,000 at 2050 the number of available jobs in this industry is projected to increase linearly to 9,400¹.

A recent online industry stakeholder engagement survey conducted by Pracsys indicates that a large percentage of these new jobs will be filled by Peel residents. When employers were asked where they currently source their employees

approximately 74% of respondents indicated employees are sourced locally, followed by Perth (14%), New Australians (8%) and international (4%).

The survey also asked if job applicants in the hospitality, tourism and events industry are ready or fit for work when they apply for a job.

Approximately 50% of employers believe applicants are ready or fit for work with the main deficiencies being reliability, customer service and a lack of industry experience.

Whilst formal VET qualifications are not a requirements for a number of occupations within the hospitality, tourism and events industry undertaking training can provide applicants with a range of skills and experience to make them more attractive job applicants. South Metropolitan TAFE has the following courses on offer from the Peel Campus in Semester Two 2016:

- SIT20312 Certificate II in Kitchen Operations
- SIT30813 Certificate III Commercial Cookery
- SIT30112 Certificate III in Tourism
- SIT30612 Certificate III in Events

Local schools including Coodanup College, Halls Head College, John Tonkin College, and Mandurah Catholic College offer students the opportunity to participate in a number of VET in schools programs in this industry including school based apprenticeships, on-site training and off site training in partnership with local training providers.

A range of apprenticeship and traineeship options are also available to combine training and employment. As at 30 June 2015 there were the following numbers of Peel residents undertaking a traineeship or apprenticeship in this industry:

There are an estimated 3,250 hospitality, tourism and events employees currently in the Peel.



¹ Peel Hospitality, Tourism and Events Training Centre Feasibility Study, Pracsys, May 2016

- 71 – Certificate III in Hospitality, enrolled with Private Training Providers
- 35 – Certificate IV in Hospitality, enrolled with Private Training Providers
- 39 – Certificate III Commercial Cookery, enrolled with State Training Providers².

Successful training outcomes

One occupation which does require formal VET qualifications in the hospitality industry is that of a Chef. Young aspiring Chef Brody Young-Steedman has tasted his fair share of success.

The 19-year-old South Metropolitan TAFE commercial cookery student has enjoyed a delicious 2015, taking out an unprecedented ten state and national cooking titles, his most recent being named Australian Culinary Federation's 2015 National Apprentice of the Year.

² Department of Training and Workforce Development Data, as at 30 June 2015.

Aspiring student Chef Brody Young-Steedman from South Metropolitan TAFE.



Brody commenced his cookery apprenticeship at the Peel campus two-and-a-half years ago. He said his interest in cooking was born out of a passion for food and diverse cultures.

"I didn't always want to pursue cooking as a career but now I can't imagine doing anything else," Brody said.

Challenger cookery lecturer Kim Stanton has supported and mentored Brody throughout his apprenticeship.

"Nothing is too hard for Brody and his commitment to his craft is truly inspirational," Ms Stanton said.

"I've always encouraged Brody to enter competitions as I feel it's important he build these skills; confidence and experience in the industry."

Ms Stanton encouraged Brody to compete in a Nestle competition fifteen months ago where he received his first silver medal and from there he's been unstoppable.

Brody is currently completing his apprenticeship at Co-Op Dining in East Perth, and from there he would like to expand his culinary horizons abroad.

"My long-term goal is to travel and work in fine-dining kitchens around the world and then return to Australia, preferably my home town Perth, to open my own restaurant," Brody said.

"The cuisine at my restaurant will be based on native Australian ingredients that most people haven't heard of. I'd like to give back to Aboriginal Australians and promote what beautiful produce they have used for such a long time including the wattle seed, bush tomato and boab nut.

"My dream is to own the best restaurant in the world."

Planning for future training needs

The *Peel Regional Investment Blueprint* identifies the establishment of a hospitality, tourism and events Centre of Excellence as a key strategy for positioning the region as an entertainment and tourism hub

within its 'Tourism Excellence' theme. Providing training pathways and employment that are aligned with industry sectors for the hospitality and tourism industry is one of the 'Capable People' strategies within the *Blueprint* for ensuring that the Peel workforce is highly skilled and adaptable to support an economy that is strong, diverse and high performing.

Connection of the proposed Peel Hospitality, Tourism and Events Training facility to the Peel's overall plans for establishment of a Food Zone and establishing regional food providence is in alignment with Tourism WA's *Taste 2020 – A strategy for food and wine tourism in Western Australia for the next five years & beyond*. The proposal for the Facility includes establishing connections with local producers to enable students to engage with the food process from paddock to plate resulting in more knowledgeable service staff for the hospitality and tourism sectors which will improve overall standards and quality of service.

A skilled and qualified workforce will provide a major boost to the Peel tourism sector by:

- Helping Peel to become more competitive with domestic and international tourist destinations
- Helping Peel to compete for major domestic and international events
- Assisting Peel in attracting a share of international students
- Attracting high net worth tourists and increasing visitor spend.

Peel Development Commission has commissioned Pracsys to undertake a feasibility study for the development of the facility under the guide of an Advisory Committee comprising representatives from industry, local and State government. The recently completed feasibility study outlines a number of options and is currently under review by the Advisory Committee.

MORE INFORMATION

Contact Peel Development Commission on (08) 9535 4140 or South Metropolitan TAFE on 1800 001 001.

CCF Funding Revitalises Forest Heritage Centre

Dwellingup, 24 June 2016



WORDS & IMAGES | Peel Development Commission

One of the region's best known visitor attractions has been revitalised and relaunched after major grants from the State Government's Royalties for Regions program.

The Forest Heritage Centre at Dwellingup has completed significant improvements and repairs to roofing, insulation and air-conditioning with Royalties for Regions grants totalling \$149,900 and has just been awarded a further \$35,350 the latest round of Community Chest Funds announced in June.

Minister Terry Redman and FHC Chair Sue Fye pictured with a guest at the relaunch for the Emu Walk Trail.

The Centre will use the funds to create the Emu Directional Walk Trail which will connect the Forest Heritage Centre to the Dwellingup town centre (1.2 km). The trail follows both the road and the footpath leading to the Centre, so people will be able to follow it while driving or be encouraged to walk.

The grants are administered by the Peel Development Commission with Chairman Paul Fitzpatrick commenting the Forest Heritage Centre was a worthy recipient of the Royalties for Regions funding. "This is one of our region's most significant tourism attractions and the funds have made a tremendous difference to the centre, its staff and visitors. As well as the renovations making the Centre's environment much more functional, the aesthetics of the interior have been greatly improved.



TOP: Commission Chairman Paul Fitzpatrick, Hon Terry Redman, Minister Colin Holt and Commission CEO Norman Baker.

ABOVE: Anne Sinclair, Clive Lambert, Beth Butler and Minister Colin Holt.



The attraction now has a 'finished' quality which helps to improve the appearance of the exhibitions items, stock and displays. I'm pleased to see the Emu Trail will now become a reality and add to the already excellent mix of product that attracts tourist visitors to not only the Centre but into the town of Dwellingup."

The trail will feature signage designed and painted by local artist Wendy Binks located on local business premises and along the trail.

Emu footprints will feature on the trail every five metres, and visitors will be encouraged to photograph the signs and post/share/hashtag their photos on social media to raise the profile of the Forest Heritage Centre. 

MORE INFORMATION

Anyone interested in learning more about applications for the next round of Community Chest Fund should contact the Peel Development Commission's Grants Officers on (08) 9535 4140 or email peel@peel.wa.gov.au.

Regional profile: **Pinjarra**



WORDS | Pip Kirby, Peel Development Commission

IMAGES | Shire of Murray and Peel Development Commission

Traditionally a small town servicing regional agricultural activity and the Alcoa mine site, Pinjarra is changing as the Shire experiences significant population growth.

With population growing by 3.6% per annum for the last decade, the draft Perth and Peel @ 3.5million planning document projects the Shire of Murray being home to 164,000 people by 2050. This growth has, and will continue to drive a need for economic development and revitalisation of the town centre facilities.

The recent opening of the second stage of the Pinjarra Junction Shopping Centre complements the town's current variety of well established businesses and supports the growth of the retail sector which employs more than 10% of the Shire of Murray's workforce. A third stage of the centre which includes provision for a second supermarket has recently been approved by the Shire of Murray. The retail sector in the region is expected to continue to flourish as a result of the growing population.

Tourism is another important economic activity for Pinjarra, with some 460,000 visitors to the Shire annually. The tourism sector is estimated to contribute \$57.7 million per annum to the local economy each year in direct and flow on economic

benefits. The region's convenient proximity to Perth, natural and heritage attractions and corporate travel associated mainly with the resource sector, mean that tourism has the potential for significant expansion.

Much of the tourism related infrastructure in Pinjarra and the broader Shire of Murray is underdeveloped presenting opportunity for further growth of the sector.

Foreshore Revitalisation

The Shire of Murray's Murray River Foreshore and Exchange Hotel Site Masterplan outlines the vision to create an attractive, vibrant and sustainable foreshore precinct in Pinjarra, encouraging higher levels of community activity and focus on the Murray River Square. The Masterplan includes a number of projects and developments in the area between

the Henry Street Jetty in the north to the riverbank directly to the rear of the Murray Leisure Centre to the south.

Built in 1866 the Exchange Hotel is one of the oldest buildings in the Pinjarra town site. Over the years the hotel has had many renovations and additions resulting in the current building being a maze of interconnected rooms and passages. The Exchange operated as a hotel until 2008 when it closed.

The Shire of Murray purchased the hotel in 2012 with the intent to redevelop and retain the significant heritage parts of the building.

The population of the Shire of Murray has grown by 3.6% annually over the past 10 years.





The tourism sector is estimated to contribute **\$57.7 million** per annum to the local economy.



Following the completion of a Conservation Plan and Masterplan for the site the Shire of Murray has invited expressions of interest to enter into a long term lease to develop and use the site for food and beverage related purposes. Expressions of interest closed on the 30 June 2016 and the Shire will be seeking more detailed proposals from shortlisted proponents during the second half of 2016.

The recently launched Pathways to Pinjarra Heritage Trail provides a revitalised tourist attraction recognising the historical significance of the town. The Trail starts at Edenvale Homestead and winds along the main street and down to the Murray River.

Leading users through 19 stops including the Pinjarra Post Office, Court House, Suspension Bridge and the Exchange Hotel, the Trail tells the stories of the places along its route in a way that connects trail users with the people and events of Pinjarra's past. This project was supported by the Murray Districts Historical Society, History Now, Rotary Pinjarra, Lotterywest and the State Heritage Office.

The recently launched Pathways to Pinjarra Heritage Trail provides a revitalised tourist attraction for the region.

Works on Stage Three of Cantwell Park Play Space have also begun. Stage Three extends the appeal of the park from the initial toddler to 12 year old user group through to adults.



The completed play space will incorporate additional play equipment including rope net climbing activities, an adult fitness area, a giant nest swing, a double cable flying fox, a boardwalk and additional pathways. Cantwell Park Stage Three is proudly supported by Alcoa of Australia, Lotterywest, the Shire of Murray and Bendigo Bank.

The Shire of Murray has commenced the development of the Pinjarra Town Centre Revitalisation Plan. The plan will establish a planning framework and action plan that will help to manage the growth of the town in a way that will capitalise on growth opportunities, while protecting the qualities that give Pinjarra its unique character. Initial community input has been collected and there will be additional opportunities for comment on the plan as it is developed.

The combination of these exciting projects and other planned proposals will deliver a vibrant and active town centre precinct engaging local and tourists alike.

MORE INFORMATION

For further information visit: www.murray.wa.gov.au

Our region. Our People.

Tourism Excellence and our Capable People

WORDS | Melissa Worthington, Cork and Cheese

IMAGES | Boddington Community Resource Centre, City of Mandurah, Shire of Waroona, Shire of Murray and the Peel Development Commission

With this edition's focus of Tourism Excellence, it seemed fitting to chat with those dealing with front-line tourism, the people that lead the region's Visitor Information Centres.

From Mandurah to Murray, Waroona to Boddington and Serpentine-Jarradale, catching up with those that for many are the first point of contact and information for tourists into the Peel, a series of Q & A uncovered insights and little known facts from across the region.

Elizabeth Hoek – Boddington Community Resource Centre

Boddington Community Resource Centre is the local Visitor Information point for visitors providing a wealth of information on the local region. Boddington has a rich history of farming, timber, tannin, and now more recently mining.



> Did you know?

BODDINGTON LIONS RODEO
5,250 people attended the 2015 Boddington Lions Rodeo.

The annual Boddington Rodeo attracts world-class competitors and this year is celebrating its 40th anniversary.

Q Tell us about your personal background and how you came to the role.

I moved to Boddington in 1984 with my husband and children living on a property snug in the state forest and on the Murray River.

As the children moved on with their lives, I became more involved in the community through various organisations – more recently with the Boddington Old School redevelopment, which is now a community hub, with various activities and functions. I began at the old school as a volunteer for many years before becoming a paid staff member and now manager.

In addition to this position, I am also also an elected member of the Shire of Boddington.

Q How would you describe your location?

The Old School meets the three most important points for tourism in location, location, location. It is near the centre of town, on the entrance to town, and has great surrounds. The location is rich in its own history and is in a peaceful location.

Q What are you seeing in terms of tourism trends and how has this shaped your region?

Tourism through the Caravans and RV Friendly town initiative form a major part of the tourist numbers in town, this is also being supplemented by the new Gold Mine Tours which are increasing in frequency.

Q Any discoveries that you would like to share?

Life in the Peel region has a relaxed and steady pace to it, away from the

hustle of the city and suburbs. It has great 'clean-green' aspects, which I particularly notice in the forests and along the rivers and waterways of the region.

Q Overall view of the tourism sector in the Peel moving forward.

Boddington is the heart and soul of the region, with 47% forest and the Crossman, Bannister, Hotham, Williams and Murray Rivers traversing its land are all major contributors to the 'clean-green' factor. We're experiencing a unique time in the sector with industry creating not only work in the mines, but also increasing interest by tourists to see the mines in action; with special interest on their (mine operators) environmental rehabilitation programs.

Q Quirky fact or statistic about your region that is not well known.

Boddington is colder than Wandering – only data is not collected from Boddington (local fact or fiction?). It is further to travel from Mandurah to Boddington than it is from Boddington to Mandurah (proven by Mandurah residents – disputed by Boddington-ites); and this year's Lions Rodeo on 5 November 2016 will be its 40th (time to celebrate).

For further information see www.boddington.wa.gov.au/things-to-see-and-do.aspx and www.visitpeel.com.au/locations/boddington or contact the Boddington Community Resource Centre (08) 9883 8246 or visit 20 Bannister Road Boddington.

Rebecca McCauley – Shire of Murray

Tourism Officer of the Dwellingup History and Visitor Information Centre Rebecca McCauley hails all the way from Birmingham, UK but now calls the Shire of Murray home. According to Rebecca the Shire of Murray is one of the earliest settled localities in WA and boasts some fine historic buildings as well as a rich Aboriginal cultural heritage. Its characterful country towns include bustling and

picturesque Pinjarra as well as forested Dwellingup, high up in the Darling Scarp. The internationally renowned Bibbulmun Track and Munda Biddi both pass through the town of Dwellingup; bringing walkers and mountain bike enthusiasts from all over the world. Famous for all things Equestrian, the Shire of Murray also has two racecourses as well as spectacular natural scenery with the beautiful Murray River winding through.

Q Tell us about your personal background and how you came to the role?

I am originally a city girl from Birmingham, UK, however my heart is in the country and I am lucky enough to have worked in some great rural locations around the world, including my current place of employment in the beautiful Shire of Murray. My background is in Marketing and Tourism with my last job in the UK spent as Marketing Manager for Blair Castle on the 145,000 acre Atholl Estate in Highland Perthshire. Prior to this I worked in the performing arts sector at Buxton Opera House and the Gaiety Theatre, Dublin. My passion for events and my joy in working with creative, talented people has never left me. I came to my role as Tourism Officer at the Shire of Murray a couple of years after immigrating to Australia in 2011. It's been a job full of colour, challenges, excitement and new

horizons. I've met some incredible people and am very proud to have assisted with tourism development in the region. Particular highlights have been the launch of the Pinjarra Heritage Trail, new branding and signage for Edenvale Homestead and technological upgrades such as free WIFI at Dwellingup Visitor Centre, financially enabled by a successful grant application to the Visitor Centre Sustainability grant scheme.

Q How would you describe your location?

Dwellingup History and Visitor Information Centre is situated at the centre of the lively country town of Dwellingup. Surrounded by parkland and adjacent to the Hotham Valley Railway, it provides the perfect stop off for visitors. As well as parking and toilet facilities, the centre also offers free WIFI, a charging station for mobile devices, maps, guides, information, locally made goods for sale and a delightful local history museum. Popular with all kinds of activity enthusiasts, Dwellingup offers walk trails, mountain bike trails, a 4WD trail and opportunities for kayaking, swimming and fishing. The 55,000 hectare Lane Poole Reserve with its nine campgrounds and two day-use areas is just a short drive away. There are also local wineries, a country pub, cafes, and arts and craft shops to discover just around the corner.



> Did you know?

DWELLINGUP PUMPKIN FESTIVAL
5,000 people attended this annual event in 2015.

Dwellingup Visitor Centre works closely with Mandurah and Peel Tourism Organisation (MAPTO) and the Department of Parks and Wildlife (DPAW). By collaborating with MAPTO and DPAW after the bushfires of January 2016, we were able to quickly turn around falling visitor numbers. The resulting media campaign across online, traditional and social media platforms enabled us to communicate that Dwellingup and the wider Shire of Murray was open for business. Collaboration is the key to success and it is crucial to maintain fast, efficient communication lines between front-line tourism and the larger organisations which support it.

Dwellingup Visitor Centre also works closely with Peel Chamber of Commerce supporting them with their stand at the annual Perth Camping and Caravan Show. The Chamber also offers some great training and networking opportunities for our Visitor Centre staff.

Q What are you seeing in terms of tourism trends and how has this shaped your region?

Tourism is becoming more creative and bespoke with visitors looking for authentic experiences delivered by local operators. Giving your region a unique character and working with the strengths of its location and the unique talents of its people is becoming increasingly important. The artist-led development of Dwellingup's Forest Heritage Centre is a great example of this; with its imaginative sculptures and inventive exhibitions and classes. I look forward to seeing their new children's adventure playground constructed with natural and recycled materials as soon as it is completed.

Another strong trend is the quick getaway. People are increasingly time poor and looking for somewhere amazing to visit that is closer to home. Overnight camping visitors to Lane Poole Reserve are often from the Perth suburbs and relish the opportunity to enjoy Peel's pristine bushland, less than an hour's drive time away. It's great to discover that there is an adventure on your doorstep. The

Department of Parks and Wildlife have recognised this trend and have invested heavily in the development of day use areas and camp grounds at Lane Poole Reserve. We have also attracted new operators to Lane Poole Reserve, such as Trees Adventure, who recently launched a high ropes experience in a beautiful forest location at Nanga town site.

Technology is also playing a much more important role in how people find out about and experience a destination. Online booking, reference to social media platforms and the use of mobile devices is becoming increasingly main stream. The Shire of Murray's latest attraction in Pinjarra, the Pinjarra Heritage Trail, recognises this trend with signage for the new trail incorporating the use of QR codes. The QR codes can be scanned using your smart phone to provide additional information about the locations visited and work in harmony with the traditional paper map.

Q Any discoveries that you would like to share?

There is always more to discover in the Peel region. Having worked here for three years, I am surprised again and again by new people and places. The natural scenery always works its magic whatever the time of year. The morning mist over the green valleys on the drive up to Dwellingup has been making me smile for the last few weeks.

Q Overall view of the tourism sector in the Peel moving forward.

Visitor centre's add great value to a destination and are a big part of the welcome to Peel. I would like to see visitor centre's leading the way in tourism promotion and development, working with new operators, offering training and networking opportunities and actively collaborating with large agencies to deliver strategic outcomes. In my opinion, tourism is the very best form of economic development. It boosts the local economy, brings local jobs and supports the development of infrastructure to improve the

experiences of visitors and residents. We definitely want more of this, and visitor centres are well placed to play a lead role in delivering it.

Q Quirky fact or statistic about your region that is not well known.

If you have access to a boat, Culeenup Island is well worth a visit. This pretty tidal island in the Murray Delta is home to the historic white-washed Cooper's Mill (c1840) and has a great playground and picnic area.

For further information see www.murray.wa.gov.au/tourism/about or www.visitpeel.com.au/locations/murray call (08) 9531 7777 or visit Dwellingup History and Visitor Information Centre at 1915 Pinjarra Road, Pinjarra WA 6208

Alana Rosenthal – Serpentine-Jarrahdale Community Resource Centre

Alana Rosenthal of the Serpentine-Jarrahdale Community Resource Centre (SJ CRC) describes the area as one with a strong rural history, with food production and agriculture being its main industries in the past. It's a region experiencing merging urban communities including tourism and businesses, and is the gateway to the Peel region from the Perth metropolitan area.

The Serpentine-Jarrahdale Tourism and Business Association is moving towards playing a pivotal role in the Shire through providing support and services to the tourism sector.

The SJ CRC is promoting a single information outlet for the community which extends to the online platforms of the Serpentine Valley digital platforms which together include over 200,000 hits annually.

Q What are you seeing in terms of tourism trends and how has this shaped your region?

With the increase in living expenses people are unable to travel as far so we have seen an increase in visitors to the area, as it is a perfect day trip destination from the city. There has



also been an increase in requests for camping areas in place of hotel accommodation.

The opening of the RV point in Jarrahdale has assisted in the promotion of this historical site while increasing tourism visitors to the smaller towns within the Shire.

New food and farm initiatives are emerging through the services and programs provided by the SJ Landcare Centre and the SJ Food and Farm Alliance. These activities, along with major social events such as the SJ Community Fair and Jarrahdale Log Chop, are attracting substantial visitors to the area year on year.

These activities are assisting us to identify that rural social events coupled to the connection of tourism through food and production is still of high interest within the metropolitan communities.

Q Any discoveries that you would like to share?

The SJ area is a food bowl which is a major tourism attraction along with other established rural activities. Interestingly, these are also attractive points for those moving into the area

to live. The rural environment provides slower pace and retains the safe rural lifestyle compared to that of the metropolitan areas. This community spirit continues to encourage volunteering, which enhances community capacity building while promoting the feeling of ownership and belonging.

Q Overall view of the tourism sector in the Peel moving forward.

The area is the perfect day trip destination from Perth and provides an insight for visitors into the wider rural environment and activities of the region, while being a safe, easy and relatively quick destination for visitors to experience.

Q Quirky fact or statistic about your region that is not well known.

Recently our human population has only just exceeded the horse population.

The Serpentine Jarrahdale-Shire has up to \$10 billion dollars' worth of investment committed over the next 20 years.

For further information see www.sjshire.wa.gov.au/sj-resource-centre/ or www.visitpeel.com.au/locations/serpentinejarrahdale phone (08) 9525 5917 or visit Serpentine Jarrahdale Community Resource Centre at 2 Paterson St, Mundijong WA 6123.

Tracy Goldsworthy – Waroona Visitor Centre & Gallery

Tracy Goldsworthy of the Waroona Visitor Centre & Gallery is a passionate advocate of the region describing it as resilient, colourful and forward thinking. The region itself is unique stretching all the way from the Darling Scarp to the Indian Ocean. The scenery continually changes, with pristine beaches and unspoilt lakes of the coastal plain to fertile farmlands and peaceful jarrah forests.

Q Tell us about your personal background and how you came to the role?

I've lived all over WA but spent the majority of my time in Perth and have a background in finance administration and sales. My husband and I were looking for a tree change and to be closer to family so we relocated when he was offered a position at Alcoa. I took on the then part time role at the original Shire of Waroona Tourist Information Centre. A highlight during my time managing the Centre was the relocation to our current premises. The Gallery offers higher visibility, greater access and a wonderful art space. Here we are able to showcase the wide range of produce and local and emerging talent which sees the arts and tourism work hand-in-hand.

Q What are you seeing in terms of tourism trends and how has this shaped your region?

One trend is tourism operators, towns and regions all having to think outside the square. Waroona as a Shire has a wonderful foundation in the arts community in particular, and we're building on that depth of talent with carefully curated art and quilting exhibitions, and Yarn Bomb Waroona. One goal is to become a must-do destination for day trippers, including

art lovers and nature lovers. We want people who come here to know they are in the country so I believe it's important to offer contemporary service while maintaining a warm and hospitable country feel for visitors.

Q Any discoveries that you would like to share?

The Heartfelt Project (mandala yarn bombing), which started as a small but positive message of support to those affected by the fires, has taken on a life of its own. We have had donations of hundreds of mandalas from all over Australia and even from the UK. The project has become part of the healing process and is further proof of how much people care and how generous they are.

Q Overall view of the tourism sector in the Peel moving forward.

We are in a wonderful region that is full of tourism potential. We have many outstanding operators here including Linda and Craig at Lake Navarino Holiday Park and Sonia and Graeme at Forest Edge who are all committed to the sector. The great challenge with Waroona when the hills flourish again will be getting people into town. Supporting programs that include arts and culture will assist and help with wider promotional plans. Local artists are already looking at a White Christmas to coincide with the opening of the dry ski slope at Forest Edge. For the next 12 months as a community we will plan, rebuild and grow to meet the challenges ahead.

Q Quirky fact or statistic about your region that is not well known.

Antiques. Perhaps not something most people would associate with the town of Waroona however Drakesbrook Antiques & Collectables in the main street of town is internationally recognised for having one of the finest Moorcroft Pottery collections in Australia.

The town of Waroona was originally known as Drakesbrook, formally changing its name to Waroona in 1946.



The Mandurah Boat Show

attracts approximately 16,000 visitors across three days.

For further information see www.waroona.wa.gov.au/tourism or www.visitpeel.com.au/locations/waroona call (08) 9733 1506 or visit Waroona Visitor Centre & Gallery at 37 South West Hwy Waroona WA 6215

Briony Fay – Mandurah Visitor Centre

Briony Fay of the Mandurah Visitor Centre describes her location as a water lover's paradise, commenting "Mandurah's canals, beaches, waterways and wildlife continue to attract visitors from around the world and never disappoint. From the quirky beach shacks to the canal homes, from high flying aero adventures to the serenity of the Thrombolites, the area offers such diversity for all types of visitor." Coupled with the regions laid back lifestyle, vibrant arts culture and some great eateries; Briony believes the Peel really highlights the best of the West.

As a tourism destination, Mandurah is a water lover's paradise.

Q Tell us about your personal background and how you came to the role?

I stumbled upon Visitor Servicing when an opportunity came up in British Columbia, Canada to prepare the Visitor Centre staff and community to 'welcome the world' for the 2010 Vancouver Winter Olympics. Who could pass up the opportunity to train 150 staff and volunteers to service seven pop up visitor information kiosks for 17 days straight – all while providing exceptional Visitor Services?

After four years in British Columbia and assisting the Provincial Government tourism body with an industry wide Visitor Services Training Review, I headed back to Australia – home sweet home.



After a slight deviation into Tourism Attraction Development in regional Victoria I moved to my new home in Mandurah, Western Australia to run the Mandurah Visitor Centre with my team of 10 wonderful staff and volunteers.

Over the past two years with Mandurah Visitor Centre I have been privileged to promote the Peel region which truly does offer something unique for every taste, every corner of the Peel is different!

Q What are you seeing in terms of tourism trends and has this shaped your region?

Based on tourists at the Mandurah Visitor Centre, our most common question 'where can I see a dolphin' indicates that Mandurah's resident darlings are still a major drawcard and crowd favourite.

Adventure tourism has developed in the Peel region and this has attracted new tourism operators diversifying our product and showcasing our natural features. The range of new

Tourists regularly ask the staff of the Mandurah Visitor Centre where they can see dolphins in the region.

and upcoming tourism operators and the range of activities they offer are enormous. Start the day with a scenic flight over the coastline, boat along the canals and estuary for the morning, go bushwalking in the afternoon and dining in style overlooking the waterfront in the evening – what's not to love?!

Q Any discoveries that you would like to share?

Every day I get to help people explore the region I live and play in. I adore being able to give our visitors the insider secrets that only the locals know. A special hiking spot, the best place to grab a coffee, the perfect spot to go crabbing – this gives me my daily serve of Visitor Servicing. I also love seeing dynamic new tourism businesses open and become key attractions for our region, feeding the ever-growing tourism needs and encouraging repeat visitation for the Peel region and for Western Australia.

Q Overall view of your sector in the Peel moving forward.

Onwards and upwards for tourism in Peel! With the continuing unification of tourism bodies, tourism operators and locals alike, Mandurah and the Peel can cultivate and grow tourism ambassadors from within the local community and in turn attain greater tourism investment returns with visitors staying longer, spending more and returning in the future. The future is very promising for our region.

Q Quirky fact or statistic about your region that is not well known.

Mandurah's history is uncovered every Friday and Saturday morning on a volunteer-run free heritage walk along the Mandurah foreshore – ask your friendly locals at the Mandurah Visitor Centre for details. 



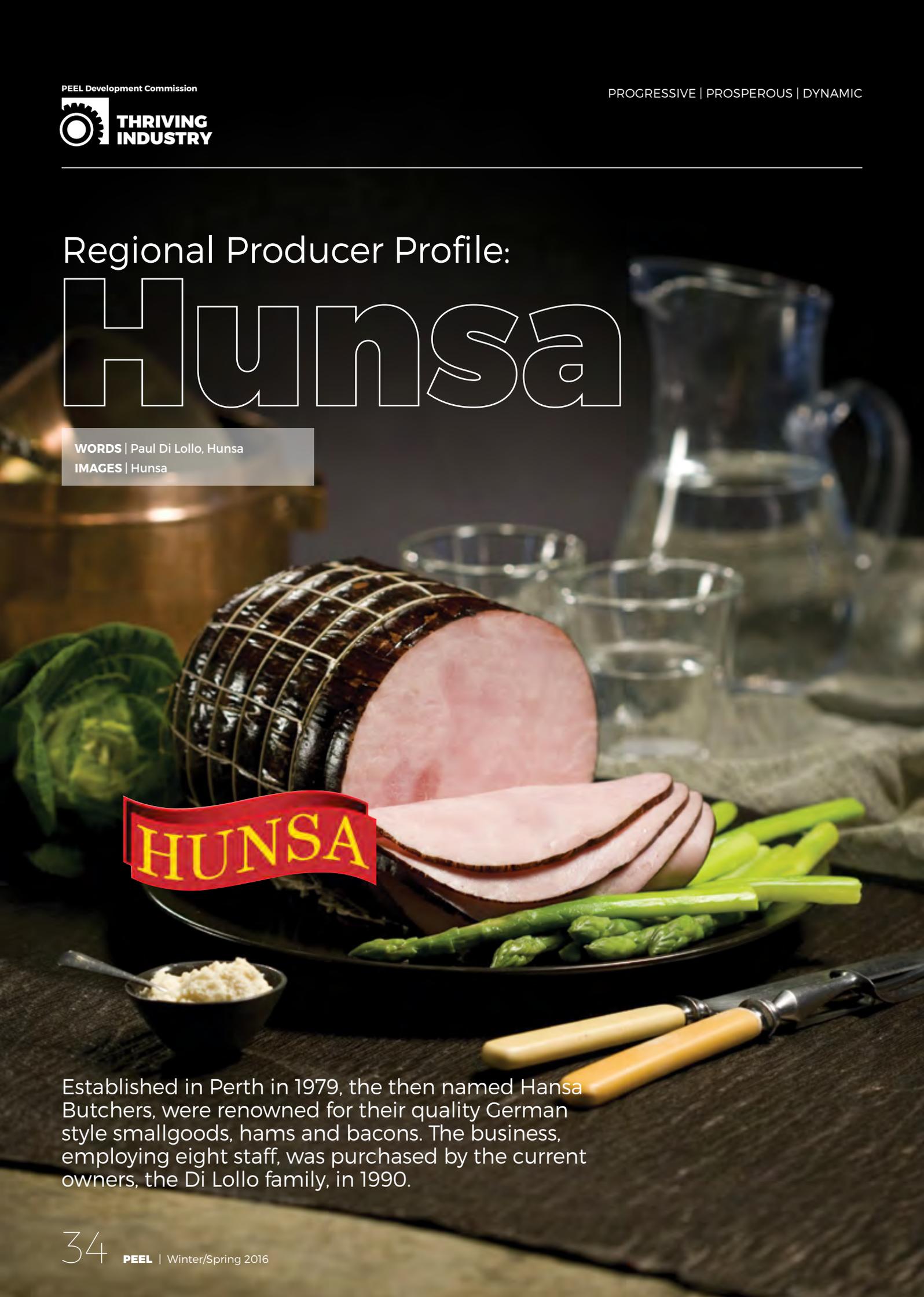
MORE INFORMATION

For further information see www.visitpeel.com.au/locations/mandurah phone (08) 9550 3999 or visit the Mandurah Visitor Centre at 75 Mandurah Terrace, Mandurah WA 6210.

Regional Producer Profile:

Hunsa

WORDS | Paul Di Lollo, Hunsa
IMAGES | Hunsa



HUNSA

Established in Perth in 1979, the then named Hansa Butchers, were renowned for their quality German style smallgoods, hams and bacons. The business, employing eight staff, was purchased by the current owners, the Di Lollo family, in 1990.

They worked to change the focus of the business from a predominantly retail butcher to a wholesale manufacturer and began supplying supermarkets and delicatessens in WA. The name of the business was also changed to Hunsa in 1992, due to pressures from a multinational owned company in the Eastern States with a similar sounding name.

With the growing popularity of its quality products and the increased distribution into supermarkets, the premises in Perth quickly became inadequate for the expanding production requirements. The owners set about finding a new facility and a premise was located in Mandurah. The company moved into its current location at 30 Hampton Street, Greenfields in 1993 and closed its Perth retail outlet. A significant investment was made in new production and packaging equipment to increase efficiency and capacity and a new phase began. Hunsa now employs around 40 people, the majority of whom live in Mandurah and the surrounding Peel region.

Training and upskilling is something that the company is committed to, with a number of staff having completed a Certificate IV in Lean Manufacturing.

Currently there is planning to put a core leadership group through a Diploma course.

The environment is also something the company is concerned for. In 2013 Hunsa joined the Federal Governments Food and Foundries Carbon Reduction Project, an initiative to reduce carbon output. A 30kW solar power system and a solar hot water pre-heating system was installed on the factory roof. Factory lighting was converted to LEDs and some more energy efficient machinery was purchased to replace older less efficient equipment. The result was a significant reduction in carbon output per tonne of production.



Relocating manufacturing from Perth to Mandurah enabled Hunsa to expand production requirements and increase efficiency and capacity.

The company's emphasis has always been on manufacturing high quality products using traditional curing, cooking and natural smoking methods to produce a range of finest quality smallgoods. Hunsa is focussed on supporting local farmers and industry and sources the majority of its meat for processing from Western Australian farms. Using fresh, rather than frozen raw materials, enhances the overall quality and flavour of the finished product. All of the pork, beef and poultry used in Hunsa's range is Australian grown.

In 2015 and 2016 Hunsa's packaging for its Heat and Eat Bangers 330gm range of flavoured, pre-cooked sausages received international recognition, winning design awards in London & New York. It also won Gold for design in the Australian Packaging Awards.

Hunsa produces premium bacons, continental smallgoods, sausages, hams and salamis. An extensive range can be found in IGA, Spud Shed, Farmer Jacks and independent supermarkets and grocers throughout Western Australia. A small range is carried by Woolworths delicatessen in

Western Australia as well. In December each year, many locals source their superior Christmas hams direct from the factory.

Community involvement is important to Hunsa and a number of sponsorships and partnerships have been developed over the years with local charitable fund raising organisations, sporting clubs and schools. Hunsa also sponsors the Highly Recommended Corporate prize at the annual Mandjar Art Awards conducted at the Mandurah Performing Arts Centre.

The company is currently working on new additions to the range, focussing on quick meal solutions for busy households and looks forward to introducing them to the market over the coming months. 

MORE INFORMATION

For further information contact Hunsa on (08) 9581 6800, email enquiries@hunsa.com.au or visit www.hunsa.com.au

Regional Producer Profile:

Decadent C's

WORDS | Melissa Worthington, Cork and Cheese

IMAGES | Decadent C's and the Peel Development Commission

In 2011, a wild passion and long held dream for the Todd family became a reality when the business Decadent C's came to be.

The Peel region was identified as the as the prefect location and home for the Decadent C's with family, community and future growth all drivers to keep the Todd's in their home town.

Chocolatier and Patisserie Cook Jenny Todd commented, "We felt the Peel region, with its growing population, developing community and natural beauty, as well as being our home, was the ideal place to not only start, but look to grow the business in future years."

The choice of a central location has proved a winning formula, with Jenny adding "we are central to some of WA's best food supplies, while having a site with enough space to offer a point of difference. With support from the local Shires we have been able to build our dream in the 'special rural zone' of Barragup, on the boundaries of the Murray and Mandurah Shires."

Using and sourcing local has been a high priority for Decadent C's from the beginning. With their philosophy to give back or, where possible, pay it forward the Todd's have always felt it made business sense to create a good working relationship with potential customers from the onset.

"In the hospitality field you really need to identify your strengths and continually build on them. Finding your point of difference isn't as straightforward as it sounds; and can often be over shrouded by market supply, cost of supply and falsely perceived competition. We find that educating customers in this tech savvy world offers new challenges all the time."

The business has found that the rise of technology in such a short space of time has impacted the manner in which they train and educate their staff, "We are often presented with false or misleading snippets from the internet and social media, and are regularly questioned on many topical subjects of food and nutrition. We have found that by ensuring staff are well informed, with access to reliable sources of extensive information has helped greatly with communicating content to customers."

Decadent C's strives to make all produce on site, without preservatives and artificial additives, and with quality wholesome local ingredients.

The service team has access to recipe and food history on site, which often can assist or aid a customer in their decision making process.

Jenny added, "Our kitchen team are constantly researching and developing new recipes and techniques to obtain the best possible food miles whilst still offering value for money, great taste, delicious flavours and stunning presentation. We have recognised this is an obvious advantage that can then be communicated directly to the consumer by our service staff."

Decadent C's gifts are a terrific way for visitors to take a taste of the Peel home for family and friends to enjoy.



Decadent C's strives to make all produce on site, without preservatives and artificial additives.



Through Decadent C's the Todd's have forged a regular local supply chains too, "we are lucky to have other local businesses that we can rely on to ensure we are using the best possible quality goods. From Gary and Leanne at Ravenfresh supplying beautiful market fresh local fruit and vegetables, to Graham and Sally at Rumps Gourmet with local beef, lamb, pork and poultry. Our free range eggs suppliers, Joyce and Terry are from Choppers Choice at Coolup ... these business along with Millers, Mundella, Harvey Fresh, Ferguson Valley, Borrello and Sherwood Springs are just a few of the names in our pantry."

Decadent C's currently employ 19 local people in part time and full time positions.

Skill development and job satisfaction go hand in hand with pride and ownership that Jenny believes is fueled by education. "All education, not necessarily just formal education takes place when people are prepared to continually learn, as they continually grow. When your people grow, so does your business, your community and your circle of influence."

A weekend team of young people are well supported with the Todd's encouragement, "to become well balanced, functioning independent adults of tomorrow with a sense of community and belonging. We see our young people as valuable resources that need extensive mentoring and nurturing."

The Todd's are one to put into practice what they preach with Jenny saying, "that's why we have chosen Di Bella Coffee. This company is an Australian business with off spurs in a local roasting house in Fremantle. They offer the most comprehensible training package for our staff that any coffee supplier could provide, it's a bonus that our customers love it too." 🦋

Customers may find it hard to pick just one of the handmade delights from Decadent C's.

MORE INFORMATION

Decadent C's are located at 25 Husband Road, Mandurah WA and are open 9am to 4.30pm every day, except Wednesdays. Visit www.decadentchocolate.com.au



The passion of produce

"There is always the exception and ours is chocolate. The world's most renowned chocolate makers are in Belgium and we are proud to use this chocolate in combination with our own local produce to create a flavour unique to the Peel region. When you can't source local, get the best you can get. Customers will recognise and appreciate the quality." Jenny Todd

Citrus Fair

at Whitby Falls Farm

WORDS | Janine Hatch, Peel Development Commission

IMAGES | Murdoch University

Murdoch University has been successful in securing \$20,000 of Royalties for Regions funding through the Peel Development Commission's Community Chest Fund to host a high quality event demonstrating the links between food and farming at the historic Whitby Falls Farm.

Whitby Falls Farm is a heritage listed property situated in the Shire of Serpentine-Jarrahdale. The property was granted in 1848 to early European settler Henry Mead for pastoral and farming purposes. The property was owned by John Wellard and William Paterson before the State purchased the property in 1897. From this date, Whitby Falls Hostel was the longest operating facility in Western Australia for the care and treatment of people with mental illness and during this time the property farmed sheep, cattle, pigs, chickens, fruit, and vegetables.

The 200 hectare property is now operated by Murdoch University under a long-term lease agreement with the National Trust of Western Australia.

Murdoch aims to position the farm as a leading international centre for research, learning and community engagement. Works to the value of \$3 million have been undertaken to ensure the heritage values of the farm are protected, and to restore the property as an operational working farm. The working farm is the first stage and will support future development for onsite teaching and research facilities, initially for the School of Veterinary and Life Sciences, and then for multi-purpose university facilities that will provide teaching and research opportunities for a broad range of disciplines. These may include:

- Economic/jobs growth in agriculture;
- Biosecurity of food industry;
- Provision of knowledge to Asian markets;





\$20,000
of Royalties for
Regions funding has
been secured.

- Farming demonstrations and site tours; and
- Information from community groups, local schools and businesses.

The event will raise the profile of Whitby Falls Farm and Murdoch University in the region as a destination for education, innovative farm management, community engagement and environmental sustainability. It will also divert approximately 1,000kg of citrus fruit from landfill and facilitate orchard hygiene to reduce fruit fly population.

The Peel Development Commission is pleased to contribute \$20,000 from the Peel Community Chest Fund to this event which aligns with the Peel Regional Investment Blueprint's themes.

The Citrus Fair will contribute to the Peel's emerging place in the food tourism market by providing a new destination and promoting new products. It will also strengthen the connection between Murdoch University and community, industry and schools in the Peel region.

Keep your eyes open for the upcoming Citrus Fair at Whitby Falls Farm. 

MORE INFORMATION

For further information please contact: Joanne Faulkner, Project Lead (Strategy and Planning) at Murdoch University on (08) 9360 7566 or email j.faulkner@murdoch.edu.au



The property is home to established citrus orchards containing orange, lemon, lime, mandarin, and grapefruit trees.

- Creation of a potential local innovation centre;
- Retention of traditional agricultural uses;
- Promotion of alternative agricultural uses; and
- Engagement in recycled water trials.

2017 will see further investment from Murdoch at Whitby Falls with improved sheep and cattle handling facilities and teaching laboratories. Murdoch is also investigating the redevelopment and adaptive use of the heritage Nurses' Quarters and Hostel to support the University's teaching, research and engagement activities.

The property is home to established citrus orchards containing orange, lemon, lime, mandarin, and grapefruit trees. The orchards are a significant historical asset to the site, with trees ranging from 40 to 100 years of age. The Citrus Fair, to be held in June 2017, hopes to attract local and metropolitan-area visitors to experience the historic Whitby Falls Farm which is not usually open to the public. The Fair will offer visitors the opportunity to pick their own citrus fruit from the heritage orchards and participate in event demonstrations, for example:

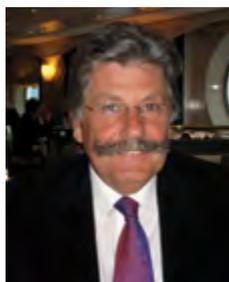
- Citrus-themed cooking and preparation;
- Guidance on reducing food waste and building soil health through composting;



Board Q&A

WORDS David Napoli

IMAGE Peel Development Commission



In this edition we talk to Board member David Napoli, a leadership, change and management expert. David is a Director of an investment group and consultant to business and is also a senior Fellow at the Graduate School of Business at Curtin University; where he has taught on the Master of Leadership and Management (MLM) and Master of Future Studies (MFS) programs.

A lead author of the book *Organisational Jazz*, a publication which presents challenges to the way in which we manage and lead organisations, David does not have much down time, but does occasionally get to enjoy some of his favourite places in the Peel region, including central Mandurah and the forest surrounding Dwellingup.

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

I moved to Western Australia in late 1980 from Canberra to Halls Head, initially and later to Subiaco. In 1999 I purchased a farm in Dwellingup, and later built two houses in the township. My wife also purchased and lived in a timber cottage in Dwellingup for some time. I was a founding member of the Halls Head Residents

Association which fought for the canal development and the Dawesville Cut.

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

It is important to have a positioning statement that reflects 'one business, one team and, one truth.' Everyone wants to be able to display care and the smallest cog can make a difference in a complex adaptive world. If the smallest cog in a watch fails, the whole watch stops. The individual is important and his or her actions are magnified in complex systems.

Einstein said that *"If you are not standing at the edge you are wasting space"*. I thrive at the edge.

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

The Peel has a positive future providing the government bureaucracy does not strangle its potential. I believe that the rail line has made a significant contribution to the future of Peel, and in particular, Mandurah.

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

It has a magnificent climate, the estuary and beaches and the bush. It's all here without traffic congestion and pollution.

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

I enjoy the relatively relaxed lifestyle and environment. The extension of the rail line to Mandurah has been a great asset and one that I use regularly to commute to Perth.

Q What do you do in your spare time?

I ride a motor bike when I can, play with grandchildren, solve the world's problems in my head, and write serious papers, including a book that was published some years ago. I have also started on a new book.

Scholarships for Agrifood Innovation Announced

- \$360,000 in scholarships available for farmers and innovators over four years
- Program to boost the State's agrifood sector workforce and expertise
- Made possible by the State Government's Royalties for Regions program

In June Premier and Science Minister Colin Barnett announced the launch of the first round of the Premier's Agriculture and Aquaculture Entrepreneurship Program, made possible by the Liberal National Government's Royalties for Regions program.

The program is making 12 \$30,000 scholarships available over four years to enable farmers and innovators involved in the agriculture or aquaculture sectors to develop or pursue an idea, technology or practice through exposure to international best practice and leaders in their field.

The Premier said successful applicants would have an innovative concept or idea within the fields of agriculture or aquaculture that had the potential to broaden the economy and to modernise the agrifood sector.

Applications for round one of the entrepreneurship program close **12:00pm AWST on August 5, 2016.**

MORE INFORMATION

Visit www.dpc.wa.gov.au

Staff profile **Q&A**

WORDS David Arkwright and Larissa Stacy

IMAGES Peel Development Commission

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

Introducing David Arkwright, Principal Officer, Economic and Regional Development



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

By profession I'm a town planner, but I've been involved in regional economic development since 1995. I've worked at the Commission for seven years – since 2009.

My business card says I am Principal Officer, Economic and Regional Development. This means, roughly translated, that I develop project and program ideas and concepts. I take them through the planning process which involves feasibility and scoping studies, businesses cases and economic analysis to the point where we have the projects fully funded. Then, they are implemented and I have guidance in this process too. I'm like a shepherd, guiding the idea through to fruition.

I'm drawn to regional economic development by the way it delivers results that positively change communities and improve people's lives. I've always understood the need for top down and bottom up approaches to development. You need to have a measure of both to get great outcomes. In particular you need strong community involvement and engagement. It's a very collaborative process which I enjoy very much.

Q How did you decided on the career of town planner?

I was 18 years old, and I signed on to the Merchant Navy. I was two weeks away from leaving home when my parents found out. They placed me in front of a vocational guidance professional who suggested I become either a priest or a town planner. I couldn't see myself in a cassock, so I became a town planner.

What do you enjoy most about working in the Peel?

I really enjoy working with a strong network of professionals. There is a tremendous capacity here of like-minded professionals in the field of regional development defined in its broader sense.

From a professional perspective, what's interesting about the region is its location relative to the metropolitan space and developing its underused potential. There are amazing opportunities for development in the region, such as the recently announced Transform Peel project which is currently occupying my waking and non-waking hours! It's about economic, social and environmental balances and getting that right, particularly in this region. A lot of our strengths and opportunities here are held within our natural assets, I believe.

Q What brought you to the Peel?

When we moved to Australia from South Africa 10 years ago, we settled here because we had family in the Peel region. We came out here for a visit 18 years ago and we thought that if we emigrated we would settle here. We were naturally drawn to this part of South West.

Q Where will you be in 10 years' time?

Doing something relative to intensive food production i.e. growing my own tomatoes at home. Actually I think I'll still be working – I'll be half way through Transform Peel!

Q How do you like to spend your spare time?

When I get any, I'll go walking or hiking in Dwellingup. I like to lose myself in Lane Poole Reserve to think and commune with nature – and get away from a screen. I do beach walks for the same reason – watching the waves and the dolphins is my form of therapy!

Q What is your favourite Peel discovery?

Sunsets. Each one is different. There are so many places to enjoy them here – over the inlet, the ocean, the city skyline and across our bridges.

Q What makes the Peel region so unique?

It's the centre of endemism. That means the species here are uniquely defined to a geographic location. There are only a few in the world, and they're formed by the way the plates of our planet shifted back in the days of Gondwanaland. This part of South West Australia was cut off, so we have plant and animal species that are endemic. They are fragile, and they rely on our natural assets to survive. Our waterways, the Palus Plain and the biodiversity it supports are all connected to our environment.

Introducing

Larissa Stacy, Finance and Administration Officer



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

It's hard to believe but I've been here for over eight years now! I came out of the banking sector to work here and when I started off I was Finance and Administration Officer full time. Then children arrived so I've switched my role to part time to enable me to be a mum and continue working. I find now I'm able to work around school hours and very much enjoy the part time role.

I spent a couple of years as Grants Administrator at the Commission which enabled me to get out and about and see the projects we were funding in the communities. I met some great people as a result. I loved interacting with people and seeing what's going on as an outcome of the work I was doing ... managing the contacts and going on site to see the progress of the projects was exciting.

Now I'm working back in the procurement and resourcing aspect of the Commission which I enjoy. Because I've built up a network of contacts and businesses, it's quick and easy to source locally the things we need. I really enjoy being able to buy locally and support Peel businesses.

Q What brought you to the Peel region for work?

I have lived in Mandurah since I was about six years old, growing up in old Halls Head and going to the local school ... back then Halls Head meant cows and Sutton Farm! High school was Mandurah Catholic College and my favourite subjects were sports and English. I loved sport – particularly

netball. I had a great English teacher in years 11 and 12 who made the subject really interesting. I met my future husband in Mandurah and we married in 2009 and settled in Halls Head again.

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

There's no commute and it's quick and convenient! I feel quite lucky that I live close to work which I enjoy. It's exciting to see projects coming to life and know that I'm making a small contribution through my role. Plus, the network that I have grown here through my school days to my banking days to now my time at the Commission is a wide and varied one. I've made some great friends here and been lucky to work with great colleagues.

Q How did you decide on the career of Finance and Administration Officer?

I was working at a bank and decided I needed a new direction in my career and have never looked back. It's a role where I continue to further my knowledge and experience hopefully I'll continue on to some additional study in the near future.

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

Good question. One thing I know is my house will be finished! We are renovating and building and its never ending. Sometimes I think I live on the set of *House Rules* permanently. We bought a 1950s house in Old Halls Head and sometimes I feel like I live in a reality TV show. In 10 years it will all be done (well, sooner than that I hope) and we will be settled and hopefully undertaking some travel with our children.

Q How do you like to spend your spare time?

We have a boat. It's a 30 foot Cat. It's a great family boat although my husband would say it's a fishing boat, so we get out on the water a lot. I think if you live here a boat is an essential luxury. We like anchoring up outside Seashells or going up the Murray River. We do all the regular things like

crabbing, fishing, biscuiting, swimming and letting the kids enjoy the place we live. Before we had the children, my husband and I would take off to Rottnest or Garden Island, now we join other families on the water here and everyone has a ball. Our entire extended family uses the Cat a lot.

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

The waterways, the beaches, the Estuary, the city on the water, and the people, like our family and friends. We're lucky to have our extended family here and the beach at our doorstep so we get out there and play in our backyard a lot.

Q What is your favourite Peel discovery?

4WDing at Whitehills and going camping when we can. I'm passionate about travelling – I love it. I think it's important to experience life in the now. If I won Lotto we'd take the kids and go travelling, that and getting the house finished I think! 🦋

> Did you know?

The *Peel* magazine is also available to download from the Peel Development Commission website. Visit www.peel.wa.gov.au





The Stage Door Waterfront Restaurant

WORDS | Melissa Worthington, Cork and Cheese

IMAGES | The Stage Door Waterfront Restaurant and the Peel Wine Industry Association

The Stage Door Waterfront Restaurant lives up to its name, located with some of the best waterfront views on the Mandurah Boardwalk overlooking Mandjar Bay and adjacent to the Mandurah Performing Arts Centre.

Owned and operated by Leighton Yates and his wife Christy, The Stage Door Waterfront Restaurant, where possible, sources fresh WA produce and are advocates of the Peel region's emerging wine industry.

This mix of local produce coupled with regional beverages is an award winning combination. Open for breakfast, lunch or dinner, it's the ideal setting to experience modern Australian cuisine prepared with authentic local produce.

> Did you know?

The Stage Door Waterfront Restaurant works with local operator Mandurah Cruises to offer Dine & Cruise events. Visit www.thestagedoor.com.au for more information.



RECIPES

Seared Salmon on a warm salad of sweet potato, beans, spinach, fetta & almonds

SERVES 4

Ingredients

4 Salmon fillets
1 medium sweet potato, peeled & diced
30 green beans, trimmed
200g spinach
50g feta
30g chopped almonds
Olive oil to finish

Method

Roast off sweet potato at 180°C for 20 minutes, until soft.

Sear off Salmon in a pan, skin side down for 5 minutes and turn for a further 2 (depending on size).

Blanch beans in boiling salted water for 2 minutes then add to sweet potato. Add spinach and stir, the heat from the beans and sweet potato will wilt the spinach.

To serve

Place beans, spinach and sweet potato mix onto a plate, crumble feta and almonds on top. Place salmon fillet on and drizzle with olive oil.





Crispy skin Barramundi with Thai coconut broth & sautéed greens



SERVES 4

Ingredients

4 Barramundi fillets (thick cut)
1 bunch of kai lan (Chinese broccoli)
1 bunch of choy sum

Sauce

1 tsp ground turmeric
200ml coconut cream
150ml fish stock
5 Kaffir lime leaves
8 curry leaves
1 red chilli – seedless
½ cup coriander root
2 cloves garlic
1 stick lemon grass

Method

In a dry pan, cook off the turmeric for roughly 1 minute. Add the coconut cream and fish stock.

Add all the other ingredients for the sauce and simmer on low for 30 minutes. Strain to serve.

Sear the Barramundi fillets skin side down for 5 minutes and flip for remaining 2 minutes.

Cut choy sum and kai lan into 1.5cm slices. Pan fry with a little canola oil.

To serve

Place vegetables into a bowl and pour over sauce. Place Barramundi on top and garnish with coriander leaves, mint and sliced red chilli.

Peach & raspberry parfait with roasted peach & pistachios

SERVES 10

Ingredients

600ml cream
1 tin condensed milk (330ml)
1 tbsp honey
500g peach puree
1 cup frozen raspberries

Method

Whip cream to soft peaks; fold in the peach puree, condensed milk, honey and frozen raspberries.

Pour into freeze safe containers and leave overnight.

Cut peach into half and sprinkle cut half with brown sugar. Roast for 12 minutes on 170°C

To serve

Turn parfait out onto plate or platter, dress with roasted peach and sprinkle with crushed pistachios.



**This dessert requires preparation 24 hours ahead*





Regional and WA produce on the menu at **The Stage Door Waterfront Restaurant**

Regional Peel Wines

- Drakesbrook Fine Wines Sparkling Pinot Noir Chardonnay
- Drakesbrook Fine Wines Malbec
- Peel Estate Chenin Blanc
- Millbrook Vermentino
- Millbrook Sangiovese



Regional Peel Beers

- Thorny Devil – American Pale Ale
- Three Rivers – Irish Red
- Three Rivers – Kolsch



West Australian Produce

- Chestnuts from Chestnut Brae Farm in Nannup
- Beef and chicken from Dardanup
- Barramundi from Cone Bay
- Blue Manna crab meat from Shark Bay
- Truffles from Manjimup



> Did you know?

The Peel wine region, located south of Perth is centred around one of Australia's fastest growing sub regions, Mandurah and stretches from the Indian Ocean to the Darling Scarp and beyond to the Darling Plateau. The Peel wine region is nestled between the Perth Hills wine region to the north and the Geographe wine region to the south and the first vines were planted in the Peel in 1857.



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