



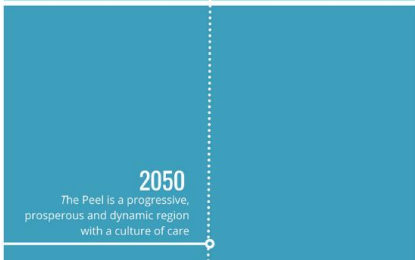
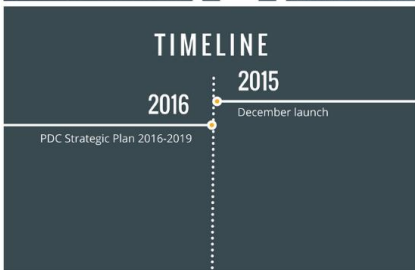
SCORECARD: JULY 2017

PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC



From the CEO



Since the launch of the Peel Regional Investment Blueprint in December 2015 the Commission has been working in collaboration with regional stakeholders to commence the journey of achieving the vision of Peel as a progressive, prosperous and dynamic region with a culture of care.

This is the first of many updates to come, providing an overview of the region's achievements towards the vision and plans for the coming financial year. The Commission is committed to continuing to take a lead in the governance processes associated with Blueprint implementation with this summary document providing a first step. This scorecard update has been developed through a desktop review and conversations with some of our regional partners. In 2018 we will undertake a more in-depth review and engage with key stakeholders through a biennial review session.

I would like to acknowledge the work undertaken by our partners to realise the achievements thus far and look forward to the continued positive relationship.

Andrew Ward
Chief Executive Officer

Summary Indicators



25 of the 84 initiatives identified in the Blueprint are underway



17 concept briefs developed in partnership with proponents



6 business cases developed in partnership with proponents



\$55.94m of RfR funding attracted to Peel



2014/15 Peel GRP totaled \$8,422m (\$8,378m in 2013/14)



2014/15 Peel GRP accounted for 3.4% of GSP (4.6% in 2013/14)



2014/15 Agriculture, forestry & fishing accounted for 1.4% of Peel GRP (2.1% in 2013/14)



2014/15 Arts & recreation accounted for 0.5% of Peel GRP (0.4% of Peel GRP)



2014/15 Domestic visitor average length of stay – Intrastate 2.7 nights, Interstate 6.6 nights



June 2016 Peel Population of 135,366 (131,826 June 2015)



September 2016 Peel Unemployment rate of 9.7% (9.3% September 2015)

1.0 THRIVING INDUSTRY

OUR GOAL TO 2050

The Peel's industries and businesses are diverse and part of an economy that has raised incomes and living standards for all.

OBJECTIVES

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



In collaboration with our network of stakeholders we have:

- Attracted \$49.3m Royalties for Regions funding for the Transform Peel program phase one, incorporating Peel Business Park (1.2.1.3 & 2.2.1.2)
- Contributed to the development of an integrated network of regional towns through:
 - Mandurah Traffic Bridge Replacement \$8.8m RfR allocated (1.2.1.2a)
 - Supporting Pinjarra Foreshore redevelopment plans (1.2.1.3a)
 - Supporting Boddington's town centre activation plans (1.2.1.6a)
 - Identifying priorities for economic growth through community revitalisation in Waroona (1.2.1.5a)
 - Developing a concept for the Northern Peel Development Program (1.2.1.4e)

In 2017-18, in collaboration with our network of stakeholders we will:

- Research the strategic shift of industries to the peri-urban area (1.1.1.5)
- Finalise the Peel Regional Equine Strategy (1.1.1.5)
- Facilitate the establishment of new businesses and industries (1.1.1.1)
- Continue to contribute to the development of an integrated network of regional towns through RCDP and sub-regional economic plans (1.2.)

2.0 AGRICULTURE AND FOOD INNOVATION

OUR GOAL TO 2050

The Peel's agriculture and food production sectors will be enhanced through continued innovation, investment and research

OBJECTIVES

- Sustainable and innovative practices
- International research capability in food and related sciences
- Major food and trade hub



Working together with our regional networks we have:

- Attracted \$49.3m Royalties for Regions funding for the Transform Peel program phase one (1.2.1.3 & 2.2.1.2)
- Supported the Peel Harvey Catchment Council and Peel Harvey Estuary Management Committee to develop initiatives which protect and rehabilitate the Catchment (2.1.1.1)

Working together with our regional networks during 2017-18 we will:

- Undertake a Smart Urban Farm Factories feasibility study (2.1.1.2c)
- Facilitate the development of a business case for the Peel Agri-Industry Research Facility (2.2.1.2)
- Continue investment into the Peel Business Park and commence implementation of physical infrastructure that will underpin the growth of our economy with LandCorp (1.2.1.3 & 2.2.1.2)
- Facilitate agreement on the details of the Food Zone and begin initial planning with DAFWA (2.2.1.2)
- Undertake early phases of the Peel Integrated Water Initiative including initial testing and science development with DoW (2.2.1.2b)

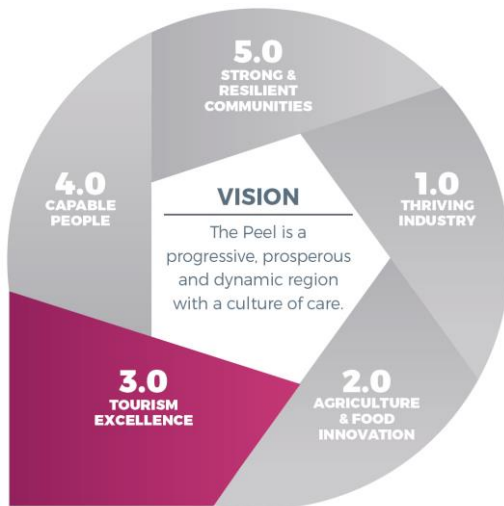
3.0 TOURISM EXCELLENCE

OUR GOAL TO 2050

The Peel's tourism and related businesses will be diverse, competitive and sustainable creating economic growth and jobs through hit value products and services

OBJECTIVES

- Grow the Peel tourism economy through infrastructure investment and product diversification
- Create a network of adventures which attracts visitor and extend their stay



In cooperation with our regional partners we have:

- Identified key areas for tourism growth and investment through development of the Peel Tourism Economic Development Infrastructure Strategy (3.1.1.2)
- Developed and sought funding for the Dwellingup Trails and Adventure Hub (3.2.1.8)
- Established the annual “Musical Fruit” Festival (3.2.1.2)
- Supported arts, entertainment and cultural events through initiatives such as the filming of Three Summers in Peel and the Common Threads Wearable Art festival (3.2.1.2)

In cooperation with our regional partners in 2017-18 we will:

- Support MAPTO in attracting major events to the region (3.2.1.2)
- Develop priority initiatives outlined in the Peel Tourism Economic Development Infrastructure Strategy (3.1.1.2)
- Continue to support the development of arts, entertainment, cultural and sporting events in the Peel to develop a diverse range of attractions (3.2.1)
- Align the draft Peel Equine Strategy with tourism opportunities (3.2.1.2)
- Continue to develop the Dwellingup Trails and Adventure Hub (3.2.1.8)

4.0 CAPABLE PEOPLE

OUR GOAL TO 2050

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

OBJECTIVES

- Human capital will be developed to ensure the region can grow and prosper.
- Peel people will be more advanced skilled and experienced
- Increased access to regionally based vocational training and higher education
- Young people have access to education and training pathways that lead to employment



We have worked together to achieve outcomes including:

- Hosting an Employment Forum with Senator Michaela Cash which resulted in funding to hold a Peel Jobs Fair in June 2016 (4.2.1.1e)
- Progression of priority actions from the Peel Workforce Development Plan (4.2.1.1e)
- Assessed the feasibility of the establishment of a Peel Hospitality and Personal Services Industry Training Centre and developed a funding proposal for a state of the art training centre at the Peel Education Campus (4.2.1.1d)
- Undertake a Transform Peel Workforce Skills Analysis (4.2.1.2 & 4.2.1.3)
- Established a Peel Employment Support Network (4.2.1.4 & 5.3.1.7)

During 2017-18 we will work together to achieve the following outcomes:

- Facilitate the development of a Peel knowledge / science council (4.1.1.1)
- Review current young leaders programs (4.1.1.1)
- Investigate the feasibility of a secondary school mentoring program (4.2.1.1e)
- Facilitate priority actions from the Transform Peel Workforce Skills Analysis Report (4.2.1.2 & 4.2.1.3)
- Undertake research into the development of a Regional Community Leadership Strategy (4.1.1.1)

5.0 STRONG AND RESILIENT COMMUNITIES

OUR GOAL TO 2050

The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure

OBJECTIVES

- Secure housing and employment support services are available
- A diverse range of active ageing plans are implemented
- Targeted early childhood and social services support are available
- A range of sport and leisure plans are implemented
- A range of arts, entertainment and cultural events and facilities are developed



We have collaborated with regional communities to:

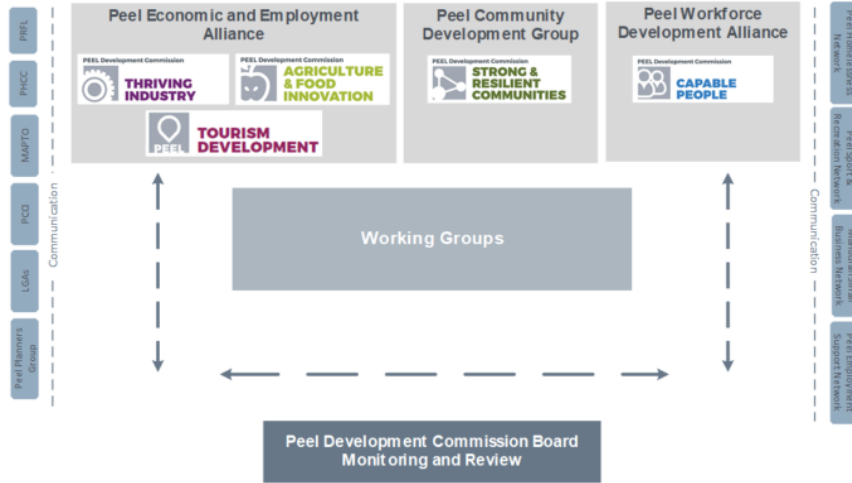
- Deliver \$3.8m of Regional Grants Scheme and \$1m Community Chest Fund grants across the region.
- Develop funding proposals for residential and independent living aged care facilities throughout the region including successful attraction of \$1.84m for Waroona Housing Options Village (5.2.1.3)
- Develop a model and funding proposal for secure housing and employment support (5.1.1)
- Encouraged local artists through funding for a variety of workshops and initiatives (5.5.1.2)
- Encouraged youth to develop and commercialise their artistic talents through establishment of the Peel Young Creatives Collective (5.5.1.2a).

During 2017-18 we will collaborate with regional communities to:

- Gain funding for the development of the Peel Youth Medical Services (PYMS) Health Hub (5.3.1.5)
- Assess feasibility of the proposed Ravenswood Regional Sport and Recreation Facility (5.4.1.3)
- Support the Peel Early Years Collective to develop initiatives which will improve developmental outcomes for children in the Peel (5.3.1.1)
- Monitor Regional Grants Scheme and Community Chest Fund grants

Governance Update

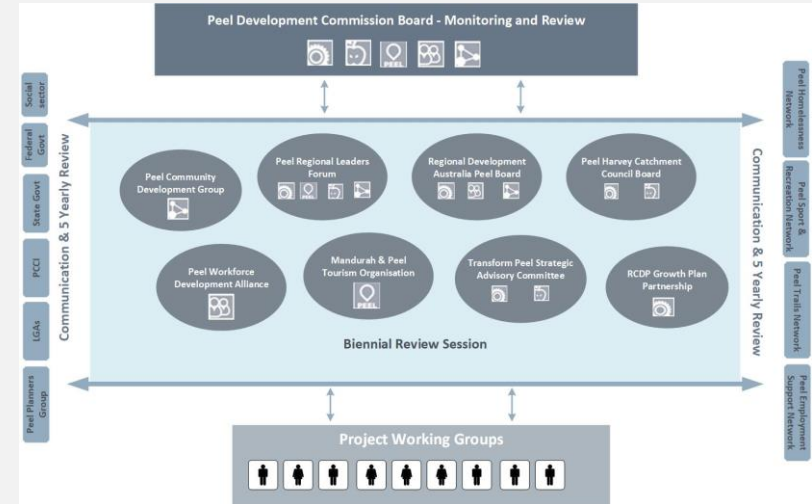
2015



Characterised by:

- Development of a new Peel Economic and Employment Alliance
- Annual evaluation event
- 3 year action plan

2017



Characterised by:

- Connection with existing groups
- Biennial evaluation event
- 5 yearly evaluation event with a suite of indicators and a broad network of stakeholders
- Maintenance of a 'real time' initiative register



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