



**WA  
Governor  
visits**

**Strong & resilient  
communities**

**Agriculture  
& food news**



Department of **Water and Environmental Regulation**

Department of **Primary Industries and Regional Development**



**Peel**  
Integrated  
Water Initiative





# Precious.

How we manage Peel's water in the future is everything.

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We'll keep you posted at [www.transformpeel.com](http://www.transformpeel.com).  

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Cover: The Regional Visit program enables the Governor to continue to develop a good working knowledge of the State, and are an opportunity for Her Excellency to engage with and express appreciation to local government representatives, volunteers, school students, and many other people that make up the fabric of our rural communities. See more about her recent visit to the region on page 4. Photo: Mia Lacy



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Department of  
**Primary Industries and  
Regional Development**

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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.



# Chair's Welcome



It is with great pleasure that I welcome two new Local Government Representatives to our Board.

Cr Michelle Rich, President of the Shire of Serpentine-Jarrahdale, and Mayor Rhys Williams of City of Mandurah have just joined existing members Dr Peter Hicks, Mr David Napoli and our recently appointed Deputy Chairman, Mr Greg Poland.

**Michelle and Rhys bring a depth of experience and diversity to the already excellent mix of skills our Board possesses.**

Inspiring a curious community around Entrepreneurship, Science, Technology, Engineering, Arts and Maths, or 'ESTEAM' is the focus of Peel Bright Minds, a joint initiative of Peel region stakeholders and Inspiring Australia. In the near future, jobs and industries will require different skills and we want our young people to have those opportunities.

One way of helping them is to have an initiative that will encourage their curiosity, give them access to great mentors and open possibilities they might not have known about. The Commission is very pleased to be a founding sponsor as the goals of Peel Bright Minds align with our Peel Regional Investment Blueprint pillar of Capable People.

Our capable Transform Peel team have achieved a major milestone in the program with the signing of a tripartite agreement with Singapore's equity and lending-based crowdfunding platform, Fund Singapore.

The significant Memorandum of Understanding (MOU) was executed between Hon. Alannah MacTiernan MLC Minister for Regional Development; Agriculture and Food, Fund Singapore, Murdoch University and the Peel Development Commission and brings the agri-innovation precinct within the Transform Peel program a step closer to becoming a reality.

We and our partners recognise that co-operation in ag-technology development, intensive food production and innovative start-up enterprises between Singapore and Western Australia will contribute to Singapore's food security and to the Peel and Western Australia's economic competitiveness and adoption of innovation.

I joined the Commission team at the launch of our Peel Equine Strategy at the opening of the Murray Regional Equestrian Centre's Stage II recently, and I believe by adopting the goals it identifies, we can win the race and become the premier equine destination in WA. Assets such as the Centre, which was funded partly by a Royalties for Regions grant administered by the Commission, assist the \$175 million industry's regional influence and capacity. Our thanks go out to all the stakeholders who made the Centre a reality and contributed to the equine strategy.

**We are fortunate** to have such quality aged care facilities in our region.



*Mike Walmsley with Commission Chair Paddi Creevey.*

On a recent visit, I was impressed with the leading role Quambie Park are taking in the new aged care paradigm.

I wish to congratulate their community-based board and the wonderful staff of this 35 year old facility which allows our aged the comfort of being among their networks of family and friends. We are fortunate to have such quality aged care facilities in our region.

Finally, I was delighted to host the recent visit of Her Excellency the Honourable Kerry Sanderson AC, Governor of Western Australia. This was Her Excellency's first official visit to the Peel as part of the Regional Visit Program, and the itinerary included diverse sections of the community. It was a privilege to introduce Her Excellency to so many vibrant and proud people of the Peel! 🦋

**Paddi Creevey**

**Chair, Peel Development Commission**



## Did you know?

The City of Mandurah is the urban centre and home for 80,700 persons, equivalent to 65% of the Peel region's population. 🦋



# CEO's Management Report



I hope you are all enjoying the last long days of what has been a superb Western Australian summer. We are so lucky to live in the Peel region where we can work and recreate with such an amazing variety of choices.

A key theme in this issue is our Peel Regional Investment Blueprint pillar, **Strong & Resilient Communities**, and you will read many examples of this in the following articles contributed by our community and stakeholders.

**On the topic of resilience, Mandurah and the Peel region's unemployment rate is a continual motivation and we are working strategically to create jobs and growth.**

The Peel is set to benefit from job-creating projects such as construction of the Peel Youth Medical Centre with work underway on the health hubs' site at Allnutt Street, Mandurah, and Quambie Park's aged care expansion, both projects the Commission has long advocated and supported.

The Commission facilitated the \$1.84 million state funding towards the Quambie Park Waroona Housing Options Village, a \$3 million project adding nine independent living units and a community hub to the

aged care facility. We are presently engaged with steering another project, the Beddingfeld Park Stage 1 expansion, which will see a 25-bed dementia unit integrated into their present 45 bed aged care facility.

Another theme in this issue is our Blueprint pillar of **Agriculture & Food Innovation**. Our Transform Peel partner, The Department of Water and Environmental Regulation, recently completed an airborne survey to identify our regional groundwater system to plan for the Peel Food Zone. Concurrently, our portfolio's Agriculture and Food division have completed a Food Industry Transition Program. This strategy is assisting with facilitating decisions by existing WA and Australian food producers and related support industries to relocate to the Peel Business Park.

The Commission leads The East Keralup Future Land Uses Working Group which has completed a high level pre-feasibility analysis for future land uses at Keralup consistent with the Strategic Assessment of the Perth Peel Regions (SAPPR) process. There are also opportunities for future linkages with the Transform Peel Business Park to provide processing and logistics.

An agri-innovation precinct within the Transform Peel program is another step closer to becoming a reality after a significant Memorandum of Understanding (MOU) was executed between the Peel Development Commission, Fund Singapore and Murdoch University.

This sets the framework for investment between Singapore's premier equity and lending-based crowdfunding platform, Fund Singapore, with

Murdoch University and the Singapore Centre for Research Innovation, Productivity and Technology.

As part of the portfolio of Department of Primary Industries and Regional Development, the Commission has been facilitating the delivery of election commitments by the Western Australian Government. We have recently appointed Tahlia Jones as Local Content Advisor who has extensive experience with government contracts and will focus on ensuring that the engagement of local contractors in the delivery of supplies and services for government funded projects across the region becomes a reality. Over the next few months Tahlia will be visiting local governments and regional towns to expand upon the intent of the policy. Local Content provisions have been enshrined in legislation through the WA Jobs Bill which emphasizes the need for contractors delivering government projects to prepare industry participation plans ensuring local benefits to local businesses.

Finally, to address the current barriers and constraints to our tourism sector's growth, we are undertaking a series of workshops to determine a Tourism Capital Investment Framework for Mandurah and the Peel region.

It's been a highly productive period for the Commission and I hope you enjoy this 2018 Autumn/Winter edition of our *Peel Magazine*. 

**Andrew Ward**

**Chief Executive Officer  
Peel Development Commission**

**The Peel**  
is set to benefit from  
many job-creating  
projects.





# What next for the Peel Food Zone?

**WORDS & IMAGES** | Heather Percy, Senior Research Officer, DPIRD

The Peel Food Zone project is one of three integrated projects in the Peel Development Commission's Transform Peel initiative.

The project ensures land is available for rural and agricultural enterprises to support the long term aims of Transform Peel. In the long term the goal is to establish up to 1,500ha of irrigated agriculture land by 2031 increasing to 3,000ha by 2050.

## Land suitability analysis and mapping

DPIRD commissioned GHD to undertake land suitability mapping across the Peel Food Zone investigation area (PFZ). In this process, the PFZ was expanded east and north, from 28,000ha to 42,000ha. Six different agricultural land uses were assessed against regional scale criteria to identify opportunities and constraints for agriculture across the area.

Opportunities afforded by the PFZ include large areas of cleared grazing land, existing road and electricity networks, planned upgrades to telecommunications and proximity to Perth's port and airport. Mapping considered soil types, groundwater availability, flood and nutrient export risk, environmentally sensitive areas as well as landuse zoning.

The mapping showed that the western PFZ is suitable for in-ground agriculture such as irrigated annual and perennial horticulture. More needs to be understood about groundwater availability before specific areas can be identified.

The eastern PFZ, closer to sensitive Peel-Harvey waterways and with infertile deep sandy soils, are best suited to closed systems of agriculture where crops and /or livestock do not interact directly with the soil. For closed agriculture systems to operate in the Peel-Harvey, it will require safe offsite disposal of solid and liquid waste, such as composting, which does not leach into the environment.

For more information on the land suitability mapping, please visit [www.agric.wa.gov.au/land-use/planning-proposed-peel-food-zone-report](http://www.agric.wa.gov.au/land-use/planning-proposed-peel-food-zone-report)

## Consultation

DPIRD held community workshops and met with local landholders in November and December. Although small in number, participants expressed a wide range of views about the future of agriculture and food in the Peel. The information from these workshops has been used to guide the next stages of planning.

## Planning approaches

A number of state, regional and local planning policies and strategies which cover the PFZ are currently under review. Rather than applying a new planning approach, for example

defining a new type of land use planning zone, it is more appropriate to work within the current planning framework. Land suitability mapping for the PFZ will be updated with findings from the Peel Integrated Water Initiative project to assist the review of local and regional strategies and schemes as well as to inform the review of relevant state planning policies.

## Horticulture Forum

The land suitability analysis and consultation has raised questions about closed agriculture systems for the Peel region including issues such as capital and operating costs, economics returns, markets, technology, crop types and production systems.

The project will host a state wide forum on 29 May in Mandurah to discuss these issues and look at trends international, nationally and within WA relating to protected cropping and soil-less horticulture.

## MORE INFORMATION

**For more information in relation to the Peel Food Zone, please contact Heather Percy at [heather.percy@dpird.wa.gov.au](mailto:heather.percy@dpird.wa.gov.au) or visit [www.agric.wa.gov.au/peelfoodzone](http://www.agric.wa.gov.au/peelfoodzone).**



**Detail from workshops** has been used to guide the next stages of planning.



# WA Governor finds excitement and optimism in Peel

**WORDS & IMAGES** | Mia Lacy, Peel Development Commission

The Commission recently hosted Her Excellency the Honourable Kerry Sanderson AC, Governor of Western Australia on her first regional visit to the Peel. Her Excellency met with local community and government representatives and was delighted to have the opportunity to hear from them about living in this unique region of WA.



*The Governor enjoyed meeting the Bindjareb Middar Dance Troupe after their performance at Fairbridge.*

  
**Talent and enthusiasm**  
within the Peel region shines.





*Students from Coodanup College provided a Community Afternoon Tea at the Regional Trades Skills Centre.*

“Peel shows such a strong sense of community and collaboration,” said Ms Sanderson. “It was exciting to see the many ways local governments and other groups, with the support of the Peel Development Commission, are working together to harness and build on the strengths and opportunities of the community and the Peel’s surrounding natural environments.”

**“The planning of the Transform Peel program, together with community and education initiatives and the expected population growth all contribute to a sense of excitement and optimism here.”**

The Governor’s day began with a visit to Murdoch University’s Whitby Falls Farm, and continued to a Community Morning Tea at Fairbridge where she enjoyed a performance by the Bindjareb Middar Dance Troupe.

“I was pleased to learn more about the Shire of Murray’s initiatives in supporting the mental health of young Aboriginal people at risk through the ‘Completing the Circle’ project, as well as what is being done to address the demand for aged care in the area through the Beddingfeld Aged Care Expansion Project.”

During the itinerary, Her Excellency noted that Peel’s tourism potential continues to grow.

“As a passionate advocate of our State’s unique natural environment, I thoroughly enjoyed the chance to again tour the beautiful Peel Inlet and hear about the wonderful birds, to see




*Anthony Nicholas ADC with Kez and Franklin Nannup.*

some of the dolphins and to know more about the challenges and the work of the Peel-Harvey Catchment Council in managing this precious, important waterway.”

A Community Afternoon Tea held at Coodanup College was catered solely by the students themselves at the Regional Trades Skills Centre.

The Governor said she was often inspired by the schools she visits and the talent and enthusiasm of the young people she meets.

“It was fantastic to meet the wonderful staff and the talented Coodanup College students and to view the many important initiatives that support them at this facility. I was very pleased to meet the students who are working toward their Certificate II in Hospitality and I very much enjoyed the special afternoon tea they created.”


The Regional Visit Program provides an opportunity for the Governor to engage with the community and local government representatives, residents, volunteers, schools, health professions and local business to learn about initiatives undertaken in the region. 

**MORE INFORMATION**

**For more information visit:**  
**[www.govhouse.wa.gov.au](http://www.govhouse.wa.gov.au)**



**Did you know?**

The Noongar people of the south west of Western Australia are acknowledged as the original inhabitants of the region who continue to maintain their cultural and heritage at the same time as creating economic and social development opportunities. 





# Strategy maximises equine sector's economic contribution

A strategy positioning the Peel as the premier region for the expansion of the equine industry in Western Australia has been developed and launched by the Peel Development Commission.

**Contributing  
\$175.9 million**  
to the local  
economy.





LEFT: Celebrating with a beautiful custom equine themed cake.

TOP: Peter Hick, Brett Dunn and Lisa Barker (MLA).

ABOVE: Chris Littlemore, Maurie Thomas, John O'Neill and Andrew Ward.

Chair of the Peel Development Commission, Paddi Creevey, said the *Peel Equine Strategy* recommends initiatives for investment and development to support future growth of a thriving industry.

"The horse industry contributes an estimated \$175.9 million to the local economy and provides 1,547 jobs in the Peel ranging from racing and recreational pursuits to breeders, vets, farriers etc. It is a thriving industry ingrained within our region's history and culture, so it is imperative we plan to ensure its sustainability and prosperity."

Ms Creevey thanked all those who worked co-operatively to create the future equine plan.

"A number of agencies have a role to play in fostering a strong and resilient equine industry. There is opportunity for town planning and policy decisions to capitalise on the presence of existing Peel equine assets such as the Murray Regional Equestrian Centre (MREC) as hubs of horse activity, we can further boost tourism events such as regional eventing, dressage and other competitions and promote our network of horse trails to attract visitors to our unique natural beauty."

*A number of agencies have a role to play in fostering a strong and resilient equine industry.*

### The strategy also targets infrastructure investment projects that will increase sporting and recreational participation and stimulate local businesses and jobs.

Currently, the racing sector employs 789 and the non-racing sector 758 people within the Peel region with the majority of facilities and businesses located within the Shires of Murray and Serpentine-Jarrahdale.

"Assets such as the Murray Regional Equestrian Centre, which was funded partly by a Royalties for Regions grant of \$257,900 administered by the Peel Development Commission, develop the industry's regional influence and build capacity. I congratulate the Shire of Murray for their vision and work they have put into the Centre which all the local governments in the region have supported. By adopting the goals identified in the strategy and the recommendation that Peel forms an equine industry body to capitalise on the momentum, we can win the race and become the premier equine destination in WA," said Ms Creevey.

#### MORE INFORMATION

Please contact the Peel Development Commission on (08) 9535 4140 or email [peel@peel.wa.gov.au](mailto:peel@peel.wa.gov.au)



# Strong and Resilient Communities

## Overview

**WORDS** | Peel Regional Investment Blueprint

### OUR GOAL TO 2050

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

The Peel population is on a trajectory for strong growth in the first half of the century. As the population expands we need to give greater consideration to ensuring that our social infrastructure and services are strong and well-coordinated to support the population and our local economy as it continues to grow.

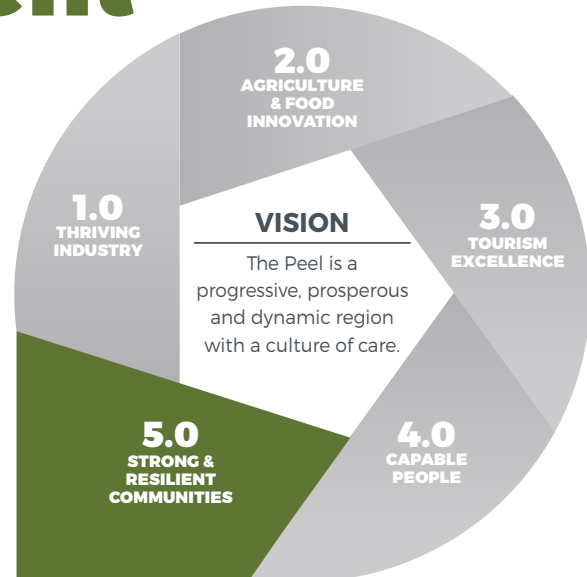
### OBJECTIVES

- Secure housing and employment support service 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

There is a unified desire to build strong, vibrant and resilient communities in the Peel. The Strong and Resilient Communities theme identifies objectives, goals and strategies which through their achievement will build a progressive, prosperous and dynamic community.

Since the inception of the Blueprint, regional stakeholders have collaborated with 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 funding for Waroona Housing Options Village and Stage 2 Boddington Retirement Village.
- Encourage local artists through funding for a variety of workshops and initiatives.
- Encourage youth to develop and commercialise their artistic talents through establishment of the Peel Young Creatives Collective.
- Gain funding for the development of the Peel Youth Medical Services (PYMS) Health Hub.
- Establish the Peel Says No to Violence Alliance.



- Support the Peel Early Years Collective to develop initiatives which will improve developmental outcomes for children in the Peel.
- Support the Aboriginal community to establish youth mental health initiatives in Waroona and Murray.

### WORKING TOGETHER WITH STAKEHOLDERS IN THE SHORT TERM, PEEL COMMUNITY LEADERS WILL:

- Improve outdoor facilities in Boddington in conjunction with foreshore redevelopment masterplan.
- Continue to support Stage 1 Beddingfeld Park Expansion – Residential Aged Care Facility development.
- Undertake planning for community centres in a number of City of Mandurah neighbourhoods.
- Undertake upgrades at the Preston Beach Community Centre.
- Monitor Regional Grants Scheme and Community Chest Fund grants.

### MORE INFORMATION

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



# Peel Bright Minds:

## Inspiring a curious community

WORDS & IMAGE | Peel Bright Minds

With the understanding that jobs of the future will be vastly different from those today, Peel leaders, businesses and community have come together to form a new entity for the region – Peel Bright Minds.

Focusing on increasing engagement with Entrepreneurship, Science, Technology, Engineering, Arts and Maths, or 'ESTEAM', Peel Bright Minds aims to equip our region with the skills, knowledge and attitudes we need to thrive in a rapidly changing world and workforce.

Peel Bright Minds is founded in an understanding that by being more curious and engaged in ESTEAM, we can be better prepared to regularly up-skill, re-skill and change jobs, and better equipped to use our knowledge to benefit the region's natural environment, community and economy.

**Initially, Peel Bright Minds will be delivering interactive ESTEAM activities at community events such as the recent Mandurah Crab Fest and Stretch Festival.**

These activities will attract all ages to engage with ESTEAM and find out more about initiatives that are available in the region.

Peel Bright Minds is trialling a series of 'Science café' events to discuss research implemented locally in an informal setting, and will follow the first event which took place late March. These events will provide an opportunity for people of all ages in the community to engage with science that is being conducted in the region, and for scientists to share their research with community.

As mentors are critically important to inspire and build aspirations in young people, an Innovators' Tea Party for



Peel Bright Minds event will be held in May, offering upper high school students opportunities to connect with female mentors working in STEM disciplines. This event aims to inspire young people, and particularly young women to pursue careers in STEM.

To celebrate the achievements of individuals and organisations in the region, 'ESTEAM' awards will be held in June this year. Other initiatives of Peel Bright Minds include industry tours to provide an opportunity for community members to learn about innovative industries in the region, and an ESTEAM Champions network to provide a platform for teachers to share knowledge and be inspired.

Peel Bright Minds will also play a role in facilitating connections and promoting existing programs and opportunities that are available to schools, residents, businesses and organisations in Peel.

A joint initiative of in region stakeholders and Inspiring Australia,

*Peel Bright Minds steering group at the launch during February at Make Place in Mandurah.*

Peel Bright Minds' founding sponsors are Regional Development Australia Peel, Inspiring Australia, Peel Development Commission, and Peel Harvey Catchment Council. Alcoa Pinjarra Alumina Refinery has also provided funds to purchase branded materials for events and activities.

Peel Bright Minds was launched at Make Place in Mandurah on Thursday 8th February 2018 at an event attended by representatives from regional and local government organisations, researchers, industry, schools and community organisations who are passionate about ESTEAM in the region. 

### MORE INFORMATION

For further information, contact [info@peelbrightminds.com.au](mailto:info@peelbrightminds.com.au) or like and follow Peel Bright Minds on Facebook at [www.fb.com/PeelBrightMinds](https://www.fb.com/PeelBrightMinds)



# Alcoa chief leads for success

*Transform Peel is creating an environment conducive to living, working and investing in 21st century Western Australia. To translate the vision into reality, strong leadership and capable people from all walks of life are needed to lead, influence and transform the way Peel residents live, work and play.*

One such person is Alcoa of Australia's Chairman and Managing Director Michael Parker who is at the helm of the Peel region's biggest employer. Some 2000 Peel residents work across Alcoa's WA operations, which encompass Huntly and Willowdale bauxite mines, Kwinana, Pinjarra and Wagerup alumina refineries and the Booragoon and Pinjarra corporate offices.

Alcoa has been an important part of the Australian business landscape since 1963, with Mr Parker an active contributor to the company's success since 1994. He has held various management positions in Australia and the United States, and was appointed to the top job in 2015 when Mandurah resident Alan Cransberg retired after 35 years with the company. Mr Parker is also responsible for parent company Alcoa Corporation's global Alumina business unit which includes a further five alumina refineries across Brazil, Spain, Saudi Arabia and the United States.

Strong leadership has helped Alcoa weather significant market challenges in recent years, and not just following the 2008 global financial crisis. Mr Parker's bid to recession-proof the business so it can survive the downturns, and then thrive when market conditions improve, has seen the company remove costs and improve efficiencies to increase global competitiveness.

His leadership and vision have been instrumental to sustaining the Australian business and some

4,300 Australian jobs (Alcoa also operates the Portland Aluminium Smelter in Victoria). But it is his regard for people and the importance of their creativity and innovation that stands out as a key strength.

**"When it comes down to it, people are at the heart of a company's success and you need to nurture that," Mr Parker said.**



**Some 2,000**  
Peel residents work  
across Alcoa's WA  
operations.



“Before you are a leader, success is all about growing yourself; when you become a leader, success is about growing others. It’s a crucial component of any good leader’s role.

“Leaders need to ensure they have the best people around them, not just content experts but a team that is truly diverse. It is proven companies with a diverse workforce deliver improved business results.

“Every day I work with talented people and highly skilled teams who find new ways to overcome challenges and strengthen the business – ultimately it is what drives our business success.”

As any good leader knows leadership is also about staying focused, making sure businesses are safe, productive and profitable; and having the vision to ensure growth opportunities are realised and employment is available for future generations.

Mr Parker is passionate about attracting and retaining top talent and finding genuine career development opportunities for Peel-based people.

“Our operations in the Peel have a residential workforce; employees return home to their families at the end of each shift unlike many of those working at some of the state’s other resource operations,” said Mr Parker.

“There are opportunities for people of all ages; a person can start at Alcoa as an entry level operator and participate in a variety of positions across a range of departments and business units, join us in a professional role or have a career change mid-life. We have people that have worked at Alcoa for 40-plus years, which says a lot about us.

“And our long-term success depends on the next generation – our future tradespeople, operators, scientists and engineers – knowing the resources sector is vibrant, exciting and an innovative place to carve out a career.

**“I want young people to know Alcoa has helped shape the communities where they live over more than five decades and to take advantage of the employment and career opportunities we provide.”**

The future certainly seems bright with Alcoa progressing several important initiatives which demonstrate the company’s commitment to the Peel region:

- A 12-year gas supply agreement to support Alcoa’s three alumina refineries was secured in 2015. Combined with several smaller agreements, this means Alcoa has secured approximately 75 per cent of its WA natural gas requirement to replace existing long-term contracts which expire at the end of the decade.

Alcoa made a prepayment of US\$500 million to secure the gas supply arrangements.

- An innovative technology known as residue filtration is under construction at Pinjarra Alumina Refinery.

The US\$140 million investment, which will bring multiple business and environmental benefits including the reduced need for new residue storage areas and reduced freshwater consumption, is expected to be completed next year. It follows the 2016 completion of Alcoa’s first residue filtration plant at Kwinana Alumina Refinery.


- Following approval from the WA State Government in 2016, Alcoa may export up to 2.5 million tonnes per annum of bauxite (less than eight per cent of the company’s current bauxite extraction) for five years to third party customers.

With third-party bauxite demand expected to double between 2015 and 2024, bauxite exports have the potential to generate greater value from Alcoa’s WA mineral lease, creating additional revenue streams for Alcoa and the State of WA without compromising bauxite supply to Alcoa’s three alumina refineries.

Alcoa has approval to ship from Kwinana Bulk Terminal and the Port of Bunbury.

- Alcoa was one of the first Australian companies to sign up to the Australian Supplier Payment Code, a voluntary, industry-led initiative launched in 2017 by the Business Council of Australia to affirm the importance of prompt and on-time payment to small business suppliers.

This move demonstrates Alcoa’s ongoing commitment to a sustainable and competitive supply chain and builds on its existing Local Community Supplier Policy which supports eligible suppliers operating businesses in communities local to Alcoa’s regional operations with 30-day payment terms.

Alcoa has now extended 30-day payment terms to eligible small businesses with an annual turnover of less than \$10 million regardless of their location in Australia. 

**MORE INFORMATION**

For more information contact Alcoa via email [info@alcoa.com.au](mailto:info@alcoa.com.au)

**With its proud history Alcoa is focused on remaining internationally competitive, attracting ongoing investment and providing jobs for future generations:**

- Alcoa employs more than 3750 in WA, about 2000 live in the Peel region
- Alcoa spends approximately \$635 million annually in WA wages, salaries and benefits
- Alcoa invests some \$1.3 billion in operating and capital expenditure in WA annually
- Alcoa pays \$366 million in state and federal taxes annually
- Alcoa invests \$3.6 million in community contributions in WA annually
- More than 75 per cent of Alcoa of Australia’s total annual revenue stays in Australia through wages, local purchasing, taxes, royalties, capital investment and dividends to Australian shareholders

# Innovative manufacturing solutions close to home



**World-class manufacturing**

right here in the Peel.

**WORDS** | Mia Lacy, Peel Development Commission

**IMAGES** | Office of Minister for Regional Development

## A Peel business is leading the state in the development of a hybrid underground mining truck and specialist fabrication.

Pinjarra advanced manufacturing company Murray Engineering recently hosted a visit by the Hon. Alannah MacTiernan MLC, Minister for Regional Development, who was keen to learn more on how the business is expanding and producing innovative solutions for mining enterprises.

**Ms MacTiernan said she had followed the fortunes of the business since they first moved into the region a decade ago.**

"Murray Engineering are going from strength to strength. A business like this proves we can do world-class manufacturing right here in regional WA," she said.

The Minister was accompanied by Robyn Clarke MLA, Member for Murray-Wellington.

"Local manufacturing is something that I am very passionate about, and Murray Engineering is the perfect example of what manufacturing opportunities are available in the Peel region."

Murray Engineering and Byrnecut Group representatives Craig Lindsey-Rae and Steve Coughlan briefed the visitors and took them on a tour of the premises at Pinjarra Industrial Estate.

The company's 55,000 square metre purpose-built headquarters includes a complex of fabrication, electrical and mechanical workshops supported by a stand alone wash bay, paint


*The Hon Alannah MacTiernan MLC and Robyn Clarke MLA with Murray Engineering apprentices.*



shop, warehouse and administrative building. It also has 12 heavy vehicle bays, crane capacity of 60 tonnes and floor with ground bearing capacity in excess of 100 tonnes with 12.6 metres undertook height.

Murray Engineering has recently received AS/NZS 5131 certification under the National Structural Steelwork Compliance Scheme (NSSCS) which enables them to tender on major mining works with multi-national enterprises. Staff are also working closely with a team from Edith Cowan University's engineering department to link skilled students and graduates to their latest innovation projects.

The firm employs 250 people, of which 10% are apprentices, and is part of the larger Byrnecut Group which is very active in research and the development of on-shore Australian innovation and technology.

As a group, Byrnecut provides a comprehensive service including mine development, mine production, international contract mining, project management, shaft sinking, raise drilling, mine design, mechanical and electrical engineering, workforce injury prevention solutions, and indigenous training and employment. 

### MORE INFORMATION

**Murray Engineering is located at 54 Munday Avenue, Pinjarra WA or visit [www.murrayengineering.com.au](http://www.murrayengineering.com.au)**



# Boddington community moves online

[www.boddingtonwa.com](http://www.boddingtonwa.com)

**Digital  
welcome pack**  
for new residents.

WORDS & IMAGES | Peel Development  
Commission



The Boddington community have produced a new user-friendly website and a mobile application (app) to showcase and promote Boddington.

The cross-platform media project was funded by a Royalties for Regions Community Chest Fund grant of \$32,510 to the Boddington Community Resource Centre by the Peel Development Commission.

**The website highlights what Boddington has to offer for newcomers, visitors and long term residents of the town.**

Additional funding applied was \$3,000 in cash and \$4,500 in kind support from the Boddington CRC.

The project was delivered entirely by Peel internet technology designer David Bolt of Ripple Vision who managed the process with community consultation and follow up website workshops to enable local businesses to establish their own websites and Facebook pages.

Peel Development Commission Chair Paddi Creevey warmly congratulated

the Boddington Community Resource Centre on the launch of their new website and app.

“The new site and app have Boddington online in every possible way – and looking terrific too with superb photography used on both that really showcases the people and business of the region,” she said.

“There is a need to stimulate regional economic growth through promoting Boddington to support local business and industry. There are a total of 160 businesses in Boddington, 101 of these are non-employing businesses. To maintain a thriving economy in this small town, *shop-local work-local live-local* culture is essential and promotion in a digital platform is essential.”

Around 50% of the population of Boddington changes every five years, so the project is also a digital ‘welcome pack’ for new residents and visitors to the Shire.



*Pictured are creator David Bolt, BCRC's Elizabeth Hoek, Paddi Creevey, Chris Littlemore, Boddington Shire CEO.*

The first three years of website maintenance are included in the project cost, and the day-to-day updates required are being done by the Boddington CRC via training delivered by David Bolt which was included in the project's budget.

## MORE INFORMATION

For more visit [www.boddingtonwa.com](http://www.boddingtonwa.com)





# Local content to boost the economy, jobs and training

**WORDS** | Kelvin Barr

**IMAGE** | Peel Development Commission

We all know buying local creates a flow on effect for local businesses with the resultant growth in our economy and long term, potentially more jobs.

We also know that the Peel region has high unemployment rates, particularly for youth. So it follows that buying local – and recycling locally earned income – has a range of positive benefits.

As Donna Cocking, President of the Peel Chamber of Commerce and Industry, regularly reminds us, 'Just spend \$10 in a small local business to inject \$50 back into your local economy.'

The State government has had its Buy Local Policy in place since July 2002. It aims to 'maximise supply opportunities for competitive local Western Australian businesses when bidding for State government contracts.'

Recently, the State government has refocused these opportunities with the Local Jobs Local Content program within the *WA Labor – Plan for Jobs* to

increase the amount of local content and local jobs delivered through local small and medium sized businesses for government funded projects.

The State Government has introduced and has passed legislation, the *Western Australian Jobs Act 2017*, which will have a staged approach to implementation but will be in full swing by the end of September. The formal reporting of program outcomes to Parliament will ensure that this initiative gets the profile it deserves to ensure widespread understanding and participation.

## The WA Industry Participation Plan

The plan is built on four fundamental principles that will be applied to the procurement of goods and services either by Government agencies or for government funded projects. These principles are value for money; creation of local jobs and training opportunities; diversification and growth of the WA economy; and transparency in decision making. The relevance of the Plan is that it will be considered as part of the evaluation of tenders for contracts so businesses putting in a tender for supplies and services need

to realise the importance of the detail around employment and training opportunities they will deliver, should they win the contract.

**The support structure that will be provided to businesses wanting to get involved in providing goods and services to government or government funded projects is substantial.**

One of those supporting initiatives of importance to the Peel Development Commission (PDC) and

regional businesses is the appointment of a Local Content Advisor. The PDC supported the Local Content initiative in 2017 and early 2018 as an interim step using existing staff but in March this year Tahlia Jones was appointed to formally take on the role for the next two years.

Practically, for the business sector, it means that there is a link on the PDC website to Tenders WA (a listing of relevant State Government tender opportunities) but more importantly, a local contact point in the PDC office that can assist when

**\$10 spent locally**  
will inject \$50 back into our local Peel economy.




considering submitting a tender for a government contract.

Anecdotal evidence suggests that many local businesses put in tenders for work and if they are unsuccessful, don't seek feedback on why they missed out or they look at the documentation and say 'it's too hard'. While the Local Content Advisor won't be writing tenders for businesses, Tahlia can guide, refer and assist businesses to succeed with tenders.

Each of the offices of the nine regional development Commissions across the State have a similar position and at the state level, there is a structure of support in the Department of Primary Industry and Regional Development. The Department of Jobs, Tourism, Science and Innovation is the responsible agency for delivering the program providing all of the policy, strategy, templates and central advice with the Commissions providing that 'on ground' connection.

Recently introduced targets for State government agency engagement of Aboriginal businesses in government contracts are supported by appropriate guides for Aboriginal businesses and government agencies, launched at the Aboriginal Business Expo on the 29 March. Importantly, the Local Content Advisor will also be available to provide support in this area of focus to ensure that opportunities are provided to Aboriginal businesses in the Peel to secure government contracts.

The Peel Chamber of Commerce and Industry is a strong supporter of the Local Content initiative, so concentrating the efforts of all concerned with implementing this policy, will go a long way towards sustainability of local businesses leading to expansion and additional jobs. So get involved and get ready to boost local content and local jobs – and while you're at it, make sure you buy local! 

#### MORE INFORMATION

Visit [www.peel.wa.gov.au](http://www.peel.wa.gov.au)

# Innovation in local employment

**WORDS & IMAGE** | Kristie Tonkin, Peel Development Commission


Midway Community Care has been operating in the Peel region for over 30 years providing high quality disability services.

Midway's focus on striving for excellence flows through all levels of their business and they have recently partnered with the Mandurah Murray Employment Facilitator to trial an innovative method of recruitment with the aim of attracting local job seekers to their business.

**On Thursday 8 March, 44 jobseekers gathered at Make Place to learn from Midway the types of employment available within their business, gain an insight into those careers and ask questions directly to the employer.**

Heath Flanagan, Midway Deputy CEO outlined that "over the last 18 months Midway have been recruiting on values and training for skills and this process is an opportunity for job seekers to understand our values, services and clients and determine if they would like to pursue a career as a support worker".

Upon finding a prospective employee with values that fit, Midway conducts an intensive induction process followed by individualised training to enable the employee to provide a quality service which fits directly with the client's needs.

Employment Facilitator, Maryanne Baker, felt that the workshop provided Midway with the opportunity to discuss directly with a number of jobseekers pooled from local Employment Support Agencies and within the community and for jobseekers to explore a career that they may not have previously considered. This is the first of more innovative recruitment events to come in 2018 focused on meeting both industry and jobseeker needs. 

#### MORE INFORMATION

Contact **Maryanne Baker, Mandurah Murray Employment Facilitator** [Maryanne.baker@mandurahemploymentfacilitator.com.au](mailto:Maryanne.baker@mandurahemploymentfacilitator.com.au)



Tammy Miley (Midway Community Care), Mayor Rhys Williams, Heath Flanagan and Maryanne Baker at the opening of the workshop.



REGION IN FOCUS:

# Serpentine- Jarrahdale

**WORDS & IMAGES** | Shire of Serpentine-Jarrahdale

The Shire of Serpentine-Jarrahdale (SJ) continues to be the fastest growing local government area in Australia.

Home to pristine natural attractions that are ripe for tourism investment, and exciting developments across new industrial precincts, SJ is transitioning into a prosperous metropolitan hub with strong country values right on the cusp of the Perth Metropolitan region.

With a strong, resilient community who is passionate about retaining a country-feel within a fast-paced environment and a Council determined to see progress with that in mind, the future for SJ is full of exciting opportunities.

**We're leading our community into the future.**

With this comes challenges such as keeping up with the rapid growth of our community as we improve our infrastructure, including new recreational facilities and community-based programs that are craved by the community. Our plan for the future includes a vision of Serpentine-Jarrahdale that caters for the diverse needs of an ever-changing community, while staying true to our identity as a location. The community recently came together to give us their thoughts for our Local Development Strategies, meaning that residents are more involved than ever in how SJ is taking shape. These strategies are backed by an award-winning planning approach, that empowers developers while protecting our natural environment and the relaxed, community-based vibes residents remember fondly from their own childhoods.

**Our passionate community will continue to celebrate the things they love about living in a hyper-growth area.**

The annual SJ Food and Farm Festival is bolstered this year by the SJ Food and Farm Alliance having published 'Food and Farms in the Shire of Serpentine-Jarrahdale', which talks about the importance and vitality of local farms and produce.

Our Neighbourhood Watch program was recently awarded a prestigious Gold Participation Award (Local Government) from Neighbourhood Watch WA, highlighting the emphasis we place on creating a strong and resilient community.

Our goal is to bring a new dimension to our community, by transforming Serpentine-Jarrahdale into a fast-paced food bowl environment. It's safe to say that SJ is providing value-





**Our Shire President**

Local business owner Councillor Michelle Rich has lived in Serpentine since 1993, and continues to be a passionate and active community member.

Cr Rich is a member of Council's Audit, Risk and Governance and Economic Development Advisory committees, as well as being a member of the Peel Regional Leaders Forum and the chairperson for the WALGA Peel Zone. She is devoted to encouraging economically sustainable, environmentally sound developments that protect the character, lifestyle, and rural history of Serpentine-Jarrahdale. She is also a strong voice for advocacy across the region, and holds various positions with organisations, including being a member of the WALGA State Council, as she continues to highlight the importance of the region itself.

**See more about Cr Rich on page 20 of this edition.**

added programs and channels for community engagement that will enrich the lifestyle our area offers.

**Smart agriculture will be the driver for our economy.**

Rural living continues to be the heart of the Serpentine-Jarrahdale lifestyle. We're mindful that we are planning for the future growth of our community, which includes exploring employment opportunities while encouraging sustainable ways of living and doing business. The Shire currently produces 60% of Western Australia's poultry supply, with Steggles just one household name that has chosen to base their operations in SJ.

But we're ready for other industries, too. We are actively seeking to develop our agricultural areas in the south of SJ into booming business opportunities that will be supported by our sustainably-developed industrial areas. We're encouraging innovative investors who

*SJ is transitioning into a prosperous metropolitan hub with strong country values right on the cusp of the Perth Metropolitan area.*

want to change the way agricultural products are planned, farmed, and marketed. We are actively seeking those who want to advance in vertical farming, aquaculture, and other areas of agribusiness. Agriculture is a major economic foundation, and likely always will be. That's why we intend to nurture the development of these industries, in line with principles that will help our community to prosper.

**We're continuing to celebrate and protect our heritage.**

With our roots steeped in the forestry industry, a natural starting point as we explore heritage tourism is the historic timber town of Jarrahdale. A town that was key to the development of the State, Jarrahdale provided timber for some of the most iconic buildings in Western Australia - some of which still stand today!

We promote existing opportunities for people to get up close and personal with Jarrahdale's unique heritage such as the Jarrahdale Ghost Walk and celebrate the town's rich timber history with events like the Jarrahdale Log Chop. We're also working in close partnership with the National Trust to secure the future of key historical buildings within the townsite, like the





Mill Manager's House. In conjunction with the existing facilities available, such as the Jarrahdale Skate Park and the RV Short Stay area.

Jarrahdale is supported by fantastic, boutique local businesses. Meals at the quirky and comfortable Jarrahdale General Store are always a hit, as is the wide selection of award-winning wines at picturesque Millbrook Winery. We'd like to see business in Jarrahdale supported into the future with the addition of adventure tourism, expansion of walking and mountain-biking trails, and the development of high-end wellness retreats and glamping accommodation.

**Stronger infrastructure means a safer, more connected community.**

Along with significant advances in the economic and community development sectors, SJ is also working hard to improve our infrastructure. The upgrade of Abernethy Road in Byford is the largest capital works project the Shire has undertaken to date, and will cost an estimated total of \$18.6M. Improvement to strategic infrastructure such as this will not only improve the traffic experience for vehicle users, but will also increase the safety for pedestrians seeking to make the most of the continuing revitalisation of the Byford town centre.


*The Shire of Serpentine-Jarrahdale is working hard to improve infrastructure with the implementation of the Shire's Briggs Park Master Plan well underway.*

The Shire has also recently received \$1M of funding from the State Government towards the redevelopment of Briggs Park, one of SJ's oldest and most highly-used recreational areas. This funding will be injected into stage 1 of the project and will enable us to carry out the installation of subsoil drainage and new turf for the Lower Oval, and much-needed lighting for the precinct. With the completion of the Byford Skate Park this financial year, the Briggs Park Youth Room already in use - and all within easy reach of the SJ Community Recreation Centre, the implementation of the Shire's Briggs Park Master Plan is well underway.

**Another essential project for SJ is the realignment of the freight railway line out of the Mundijong town centre.**

Progression of this initiative will also support the continued development of the West Mundijong Industrial Area (which will include an Inter-Modal Transport Hub that will connect our infrastructure to the upcoming WestPort site in Kwinana), the development of Cardup Business Park, and future possible rejuvenation of the Mundijong town site.

The extension of Tonkin Highway through to South Western Highway will mean significant advancements for Serpentine-Jarrahdale in terms of transport linkages. The project would see a 13.8km extension of the current Highway, at an anticipated cost of \$405M. This project has been fully

supported by the local governments of the Peel, as well as the City of Armadale, City of Kwinana, and the Kwinana Industrial Council. 


**MORE INFORMATION**

**For more information about us, our projects, and our community, please visit [www.sjshire.wa.gov.au](http://www.sjshire.wa.gov.au).**



**Our Chief Executive Officer**

Kenn Donohoe is a CEO with over 28 years' experience in local government across Western Australia.

Having just celebrated his 1-year anniversary at Serpentine-Jarrahdale, Kenn most recently finished a 9-year appointment at the Shire of Broome. A strong advocate for environmental sustainability and highlighting the Shire's rich heritage and tourism advantages, Kenn also enjoys the exceptional lifestyle opportunities that the Peel offers. He is passionately committed to creating employment opportunities for our youth, getting in front of innovations in technology, and ensuring that sustainable development provides for a vibrant and dynamic future for the local and wider communities. 



  
**The Byford Skate Park**  
due to be completed soon.



# Alcoa helping to build strong, resilient communities



When you think of the contribution Alcoa of Australia (Alcoa) has made to the Peel region over the last 55 years, you immediately think of its operations dotted across the area and the 2000-plus local people it employs.

But what has become just as important to the fabric of the Peel region is Alcoa's five-decade long community investment program, which aims to build stronger sustainable communities with the capacity to address challenges and seize opportunities.

Alcoa's Director Corporate Affairs Jodie Read said the company's social investment program in Western Australia was firmly centred on the Peel region and across four focus areas being sustainable environment, health and safety, developing tomorrow's workforce and leaders, and building community capacity and resilience.

"Alcoa plays an integral role through social investment in the communities where we operate. We have been a strong partner and collaborator from the beginning of many initiatives and it's a source of great pride to see ideas grow from concepts to making impactful contributions within the community," Ms Read said.

An instance where Alcoa has partnered with a community service provider to build a stronger, more resilient Peel region is with Youth Focus and its Young Men's Project.

The mental health of young people is vital to community health and prosperity and for more than a

### Other Alcoa partnerships supporting a strong and resilient Peel:

- UWA Aspire
- Fairbridge WA
- Peel Football and Netball Leagues
- Waroona Community Resource Centre
- Dwellingup Forest Heritage Centre
- Mandurah Performing Arts Centre

decade, Alcoa's support has enabled Youth Focus to proactively work to prevent youth suicide in the region by offering expert services for people aged 12 to 25 years.

Through the Young Men's Project, a renewed and much needed focus is being placed on the health of young men.

Youth Focus Community Engagement Manager Chris Harris said the Young Men's Project took an innovative and practical approach to reduce suicide by inspiring young men and their mates to help each other.

"We know young men are three times more likely to take their own lives than young women," Mr Harris said. "That is why we need to help them feel comfortable and confident to start conversations about mental health with their mates," Mr Harris said.

**"The Young Men's Project is about creating a space where young men can discuss and prototype mental health strategies relevant to their own communities."**

Young men from throughout the region will be brought together at a workshop on April 21 where they will collaborate on ideas, projects and events designed to make it easier for their peer group to seek help and shift the way they think about mental health issues.

Alcoa's support of Youth Focus has enabled a range of mental health services and events to be delivered including youth counselling, high school literacy and awareness campaigns, training for Alcoa employees and community education forums.

### MORE INFORMATION

For more information contact Alcoa via email [info@alcoa.com.au](mailto:info@alcoa.com.au)



# Fresh crop of regional leaders

**WORDS** | Melissa Worthington, Cork and Cheese

**IMAGES** | Peel Development Commission

Over the past few months a variety of changes in appointments across the Peel will further strengthen the communities and help create a strong and resilient region into the future.

From local government and board position appointments to CEO roles, these changes bring a wealth of knowledge, compassion and expertise into our region.



**Building a stronger community.**

*Paddi Creevey OAM, Shire Presidents Cr David Bolt (Shire of Murray) and Mike Walmsley (Shire of Waroona), the Hon. Kerry Sanderson AC, Shire of Serpentine-Jarrahdale President Cr Michelle Rich and Mandurah Mayor Rhys Williams.*



**Cr Michelle Rich – Serpentine-Jarrahdale Shire President**

Cr Rich was elected Southern Ward representative of Shire of Serpentine-Jarrahdale in 2015 and became Shire President in 2017. Michelle is a long-term resident of Serpentine-Jarrahdale, raising three children with her husband in the region and spending countless hours volunteering in school, sporting and community groups.

Read more about Michelle on page 17 of this edition.



**Cr David Bolt – Shire of Murray President**

David was elected to the Murray Shire Council in 2015 and became Shire President in October 2017. He has been actively involved in the Information and Communication Technology sector for over 35 years having held executive management and board positions at leading International and Australian ICT companies.

In 2006 David founded a start-up software and IT consulting company specialising in web application software development and cloud computing services.

Married with two teenage children, David currently resides in South Yunderup and is passionate about applying new ways to help improve efficiencies and in assisting businesses to use information technologies to expand their reach locally and internationally.

**Current appointments to external groups and committees:**

- Chair – PEEL Regional Leaders Forum (PRLF)
- WA Local Government Association (WALGA) – Peel Zone
- Councillor – Rivers Regional Council
- Metro South West Joint Development Assessment Panel (JDAP)
- Newmont Boddington Gold Mine – Community Reference Group





**Mike Walmsley – Shire of Waroona President**

Waroona farmer Mike Walmsley has maintained an active community life in various organisations including Waroona Agricultural Society, Waroona Demons Junior Football Club, Waroona West Volunteer Bushfire Brigade, and various land care groups having first entered Local Government in 2002.

Mike held the positions of Deputy President and Shire President before retiring in 2011 to spend more time

with his growing family. Mike is the Chairman of the Governance Committee of Quambie Park Inc, which is our region’s premium Aged Care Facility and has been involved with the committee since 2003. He has sat on various regional groups and returned to Local Government in 2017, being elected to the role of Shire President.

Mike has a passion for promoting all the positives in his Shire and the broader region.

**Current appointments to external groups and committees:**

- PEEL Regional Leaders Forum (PRLF)
- WA Local Government Association (WALGA) – Peel Zone
- Chair – Quambie Park Inc

**Peel Youth Service’s Liz Prescott**



Passionate about breaking the cycle of youth disengagement and disadvantage, Liz Prescott joined Peel Youth Services as the Chief Executive

Officer in January 2018 and is looking forward to building upon the successful Eyes Wide Open program for teenage mothers, Groundshock, a program for boys dealing with bullying and anger management in high schools, and Choyces a program for high school girls dealing with peer pressures such as body image, cyber bullying and lack of self-worth.

Liz will also work on intervention to prevent youth homelessness, teen domestic violence and one on one counselling programs that are also available to young people aged 11-25. “I can see the change it makes in a young person’s life to feel valued and have access to our programs,” said Liz. “We have a great location in which to run our programs on six acres out at Lakes Road in Greenfields. Somehow, just being out at Peel Youth Services in amongst the trees and away from their normal environment gives our young people a chance to be themselves and work on their self-development without being judged.”

Liz has worked in the public, private and not for profit sectors addressing disadvantage through education, employment and training.

“With a background in training, innovation and social enterprise, Ms Prescott’s reputation as a not for profit leader is building the capacity of Peel Youth Services to address the changing needs of the community,” said Peel Youth Services Chairperson Helen Douglas.

“The Board are delighted that Liz has joined the team and we look forward to increasing our capacity to serve the young people of Peel.”

**MORE INFORMATION**

Visit [www.pys.org.au](http://www.pys.org.au) or call (08) 9581 3365.



**Rhys Williams – City of Mandurah Mayor**

Mayor Rhys Williams is an experienced CEO and community leader and

was elected as the Mayor of the City of Mandurah in October 2017. A lifelong resident of the region, he has worked with more than 100 communities across Australia and internationally, shaping solutions to complex community and economic challenges.

Locally, he established Make Place to support innovation in business and other positive community initiatives. Mayor Williams is a volunteer board director, former Mandurah Councillor and 2015 Young West Australian of the Year.

Mayor Williams believes we need new thinking to build community resilience, grow employment and address crime if we’re to ensure our best days are ahead. As Mayor, he will lead significant economic and social reforms to achieve these outcomes, while in his spare time you may catch him out and about out in his Pop’s dinghy crabbing or enjoying a spot of beach fishing.



**Cr Martin Glynn – Shire of Boddington President**

Cr Martin Glynn was elected to Shire Council in 2015 as Deputy President and

2017 became President of the Shire of Boddington. Since joining the Police in 2004, Martin has worked at metropolitan and regional locations and is currently serving at the rank of Sergeant as Officer in Charge of the Boddington Police Station.

Martin is married with three school-age children and is presently studying for a Diploma in Local Government and Postgraduate Diploma in Emergency Management.

**Positions held:**

- Local Emergency Management Committee – Chair
- Newmont Boddington Gold Community Reference Group – Chair
- Peel Zone of WALGA – Deputy Chair
- Development Assessment Panel – Alternate member
- Industry Road Safety Alliance – committee member
- Peel Regional Leaders Forum

## New Chair appointed

to Regional Development Australia Peel




Byford resident John Erren has been welcomed as the new Chair of Regional Development Australia Peel, succeeding Paddi Creevey who held the position since 2014.

The organisation discussed the great opportunity his appointment presents for the organisation to develop stronger links to Byford and the Serpentine-Jarrahdale area. Mr Erren said "RDA Peel will be focused on looking at the whole of Peel, raising awareness, internally and externally, that Peel is a distinct region, and not an extension of metropolitan Perth."

"Some residents of outlying areas of the Peel may not realise they live in Peel region so we need to educate them, as well as decision makers, that we are regional and deserve our fair share of attention and assistance to help build a thriving, resilient and inclusive community," he said.

A key leader in the re-development of the Byford District Country Club, Mr Erren is keen to use his role as Chair to be a strong advocate and voice for the Peel and continue to build on his internal and external relationships for the betterment of the Region.

Mr Erren has a background in technology, business management and local government and is passionate about holding bold and strategic conversations to help the Peel region. 



**An even ratio** of activities is required to provide balance and improve mental health outcomes.

# Completing the Circle to improve Noongar mental health

**WORDS** | Kelly Shipway, Shire of Murray  
**IMAGE** | ©Josh Cowling

Peel has been in the spotlight over the last few years with alarming suicide rates, with statistics being especially high for young people living in the region.

Of particular concern to the Shire of Murray, is the suicide rate for young Aboriginal people. With its currently 75.8 deaths per 100,000 population, Murray has been categorised as critical for Aboriginal deaths by suicide on a national platform.

In order to address the status quo, the Shire of Murray partnered with WA Primary Health Alliance to deliver a project to improve mental health outcomes for young Noongar people living in the community.

In line with funding requirements, this project adopted a holistic approach to mental health by:

- Working with Elders and Leaders.
- Recognising the value of spiritual healing.

- Ensuring projects are informed by Aboriginal kinship systems.
- Understanding community knows best.
- Recognising that there is good work already being done.

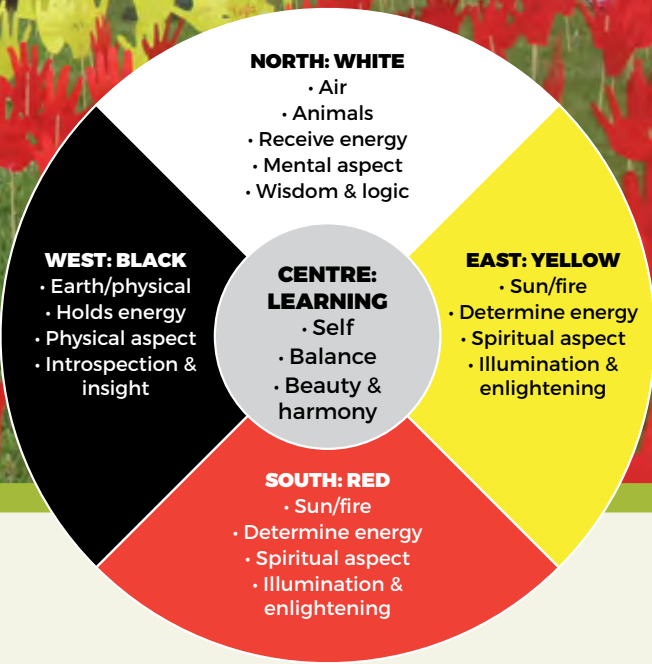
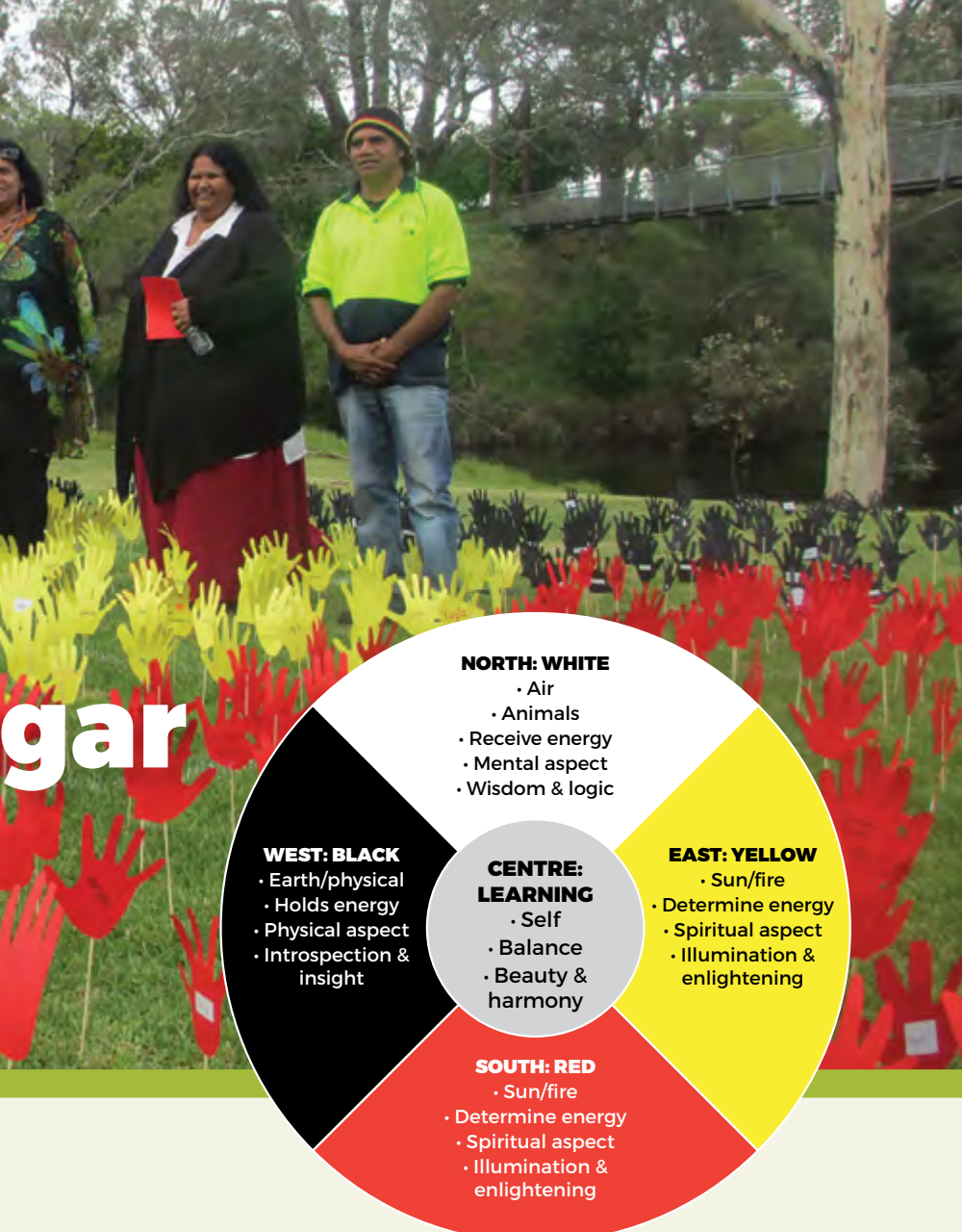
**To provide structure to the project, the 'Aboriginal Medicine Wheel' concept was presented to the community (Figure 1).**

The Aboriginal Medicine Wheel focuses on Mental, Physical, Emotional and Spiritual wellbeing to create balance. An imbalance in any of these areas, or loss of traditional values are considered to have an impact on overall health.

As a result, the 'Completing the Circle' project to improve Noongar mental health was developed. In developing the project, it was a priority to ensure the project's inclusivity for all families and a number of methods were introduced:

- The Bindjareb Reference Group was formed, made up of one representative from eight key local families.





**Figure 1. The Aboriginal Medicine Wheel**

- A grant program was developed, shifting some responsibility to the community to deliver projects and assess project grant applications against the medicine wheel concept. The grants support a community led or place based approach, building capacity amongst Aboriginal businesses and groups to deliver services.

The Bindjareb Reference Group meets monthly, and bi-monthly yarning sessions are held with the young people to keep them informed and carry out pre-set activities.

The project commenced in June 2017 with the 'Bindjareb Cultural Showcase and Healing Ceremony' on the Murray River Foreshore, and will conclude in June 2018 following the 'Bindjareb Cultural Showcase and Healing Ceremony'... 'Completing the Circle'.

Upcoming initiatives over the next six months include:

- Noongar language classes – preservation of the language is considered a high priority for the Noongar community.
- Taking young people back to country through cultural camps – removing distractions of modern society and connecting youth to culture.
- Nightfields – free evening football and netball followed by dinner. These events are proving extremely popular and provide healthy ways for youth to interact.
- Drug and Alcohol awareness – delivered by uncles and aunts
- Delivery of 'Completing the Circle' grant program initiatives

All project activities link back to healing quadrants of the Aboriginal Medicine Wheel, ensuring an even

ratio of activities in each quadrant to provide balance and improve mental health outcomes.

The project has realised several firsts in the Murray community:

- It is the first time that the WA Primary Health Alliance has provided funds directly to Local Government. Not only does this methodology address the lack of service provision to the regions, it has allowed the Shire of Murray and the local Noongar community to build a relationship and work together for the first time.
- The project has raised cultural awareness and understanding in the community by acknowledging our shared history and allowing healing of intergenerational trauma.
- By Completing the Circle, we are addressing mental health needs, providing culturally safe learning environments and healing through sport and culture.
- Cultural events held in partnership with the Shire and the Noongar community saw all tribes come together for the first time in generations.

**The Completing the Circle project is establishing foundations in order to support Aboriginal youth now and into the future.**

The Peel commends the WA Primary Health Alliance for adapting health delivery methods to suit the region. Community driven projects continue to have maximum impact in communities, allowing relationships to be strengthened between families, and between the aboriginal community and local and state government.

**MORE INFORMATION**

**For further information please contact the Shire of Murray, (08) 9531 7777, or email [mailbag@murray.wa.gov.au](mailto:mailbag@murray.wa.gov.au)**



# Baldja Program

Shire of Waroona

WORDS & IMAGE | Brad Vitale, Shire of Waroona

The Shire of Waroona is running a similar project under this funding stream from the WA Primary Health Alliance in their community called the Baldja Program (Baldja is a Noongar word meaning strongly united).

The Shire of Waroona is fortunate to have a lower suicide rate than Murray for young Aboriginal People however, continued engagement and support must be sustained to ensure that Waroona remains in the low category for Aboriginal deaths by suicide.

**The Baldja Program has engaged Aboriginal young people, Aboriginal community, service providers and general practice.**

It adopts a holistic approach that includes physical, mental, spiritual, cultural, emotional and social well-being to address mental health issues. The program includes consultation mechanisms such as monthly Reference Group meetings and bi-monthly sessions with young people. The members of these meetings are representatives from key local families, who have a valuable range of backgrounds and knowledge to contribute to the program.

The project commenced in June 2017 with a ceremony to commemorate the important milestones of 50 years since the 1967 referendum and 25 years since the 1992 Mabo decision. It will conclude with the NAIDOC Ceremony in June 2018.

The types of initiatives implemented through this program have included:

- Attendance at mental health forums and workshops;
- Camp Hero – a youth mental health camp delivered by zero2hero where attendees received accreditation in suicide prevention training and increased their knowledge of mental health;
- Cultural Awareness Training – completed by community members, teachers, employers and service providers;
- Fair Game Sessions – a health program delivered through sport to youth by a local trainer;
- Nightfields – free evening football and netball followed by dinner facilitated by local coaches; and
- Traditional cooking and art workshops – to greater connect young Aboriginal people with their culture.

Planned initiatives to June 2018 include:

- Cultural Amazing Race – similar to the Amazing Race TV show, but with Aboriginal cultural activities to be completed;
- Mental health and suicide prevention training;
- Taking young people back to country through cultural camps; and
- Cultural showcases and workshops.

**A valuable range**

of backgrounds and knowledge contributes to the program.

Outcomes to date have been:

- Aboriginal young people developed a positive self-image, gained confidence and coped with difficult circumstances to reduced risk taking behaviours and promotion of positive mental health;
- Increased sense of identity, culture and belonging for Aboriginal young people;
- Improved attitudes and behaviours towards the importance of Aboriginal youth mental health, seeking assistance and regular health checks;
- Increased awareness and knowledge of the severity of Aboriginal youth mental health and enhanced skills to assist in the identification and management of mental health issues;
- Strengthened partnerships between the local Aboriginal community, Shire of Waroona, local schools, community groups and health organisations to create a seamless local service network that effectively responds to Aboriginal young people at risk; and
- Increased awareness and accessibility of mental health services available for the local Aboriginal community.

**MORE INFORMATION**

For further information please contact Shire of Waroona, (08) 9733 7800, warshire@waroona.wa.gov.au





# Diversification the key to success at Peel Business Park

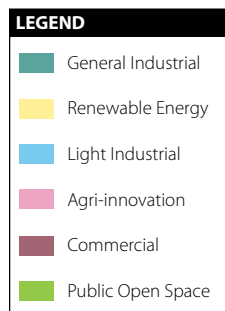
Transform Peel is set to transform the Peel region by creating new industries and jobs, encouraging enterprise and providing sustainable sources of food and water as the population migrates and grows south of Perth.

The first phase of this exciting initiative is the Peel Business Park. Delivered by the State Government's land development agency LandCorp, design of the Business Park has been influenced by WA's industrial growth trends. Five interconnected precincts will facilitate economic clustering of Agri-innovation, Renewable Energy, general industrial, light industrial, and commercial enterprises as the foundation for the overall success of Transform Peel.

Based on the guiding principles of economic diversification, sustainable growth and industrial ecology where businesses benefit from co-location, Peel Business Park's diverse land uses represent a blueprint for success.

LandCorp's General Manager Regional, Stuart Nahajski said, "Peel Business Park is set to become a one-stop-shop for industries, which will support the growth and development of new jobs in the Peel region to provide produce, goods and services to State, national and international markets."

"Future-proofing our water and food supplies as our population grows is a significant priority. Two of the pillars of Transform Peel are the Peel Food Zone and Peel Integrated Water Initiative, and LandCorp's vision for Peel Business Park complements these pillars by providing fully-serviced land for the development of agri-food and agri-processing operators and ancillary industries which will support



**Figure 1 LandCorp Peel Business Park Master Plan**  
\* Master Plan subject to change

food production in the region," Mr Nahajski said.

The Agri-innovation precinct will cater for innovative technologies associated with the agricultural sector, creating valuable connections across the agricultural and logistics chains, to build critical capacity, business capability and export readiness.

While the commercial and industrial precincts will support industry, there are plans to integrate a research and development campus, a think-tank for development of new agricultural technologies and practices.

The Renewable Energy precinct will consolidate innovative technologies and new approaches for energy solutions within the Business Park. The precinct will be where local electricity generation and storage equipment is accommodated, and will provide a valuable platform for investigations and research into new industrial power initiatives.

The precincts for General Industrial, Light Industrial, and Commercial enterprises further support the economic development and growth of Western Australia by enabling establishment and expansion opportunities for more traditional

industries and businesses with the Peel and southern metropolitan areas. The Peel Business Park is ideally located for the establishment of transport and logistics facilities to leverage access of the Forrest and Kwinana Freeways into the northern and southern corridors of Western Australia. These corridors open up to the world via the Kwinana, Fremantle and Bunbury ports and the Busseton, Jandakot and Perth airports.

The primary driver behind Transform Peel is support for the region through new jobs and enhanced servicing for a growing population, and the concept has expanded to include the creation of a veritable powerhouse for agribusiness with emerging and expanding markets in Australia and overseas including Europe, Africa, southeast Asia and the Middle East.

Establishing individual precincts that reflect WA's industrial growth trends will foster collaboration between aligned enterprises within the Peel Business Park, setting the foundation for investment and growth in the region.

**MORE INFORMATION**

[www.landcorp.com.au/Peel-Business-Park](http://www.landcorp.com.au/Peel-Business-Park)





# Wearable Art Mandurah Showcase

## bursts onto Mandurah scene

**WORDS** | City of Mandurah  
**IMAGES** | Stephen Heath and  
Elle Borgward

**Every year the Wearable Art Mandurah competition calls on local, national and international artists, designers, creatives and fashionistas to explore and create extravagant, revolutionary, provocative works of art on the body... and once again they did not disappoint with the originality, colour, contrast and scope of this year's entries.**

Wearable Art Mandurah provides a unique opportunity for designers from far and wide, and in the local community, to explore and express their passion through this remarkable competition.

When Wearable Art Mandurah was first held in 2011 it attracted 13 entries. It now attracts entries from all over the world as passionate artists use everything from milk bottles, stubby coolers, mop heads, seaweed, bubble wrap, four generations of doilies, nappy liners, rubber gloves, gum nuts and coffee pods to create amazing and extravagant wearable works of art.

This year's competition included submissions from far and wide with international entries from China, Romania, India, Switzerland, New Zealand, the United Kingdom and United States of America, and nationally from almost every state.



Forty incredible, handmade garments will be showcased during two event performances at Mandurah Performing Arts Centre on June 9 and 10, which were chosen from 93 entries.

Each year the Showcase provides a platform to extend the artistic offerings with a highly entertaining stage performance, complete with professional theatre, dance and music. Last year's event delivered a true feast for the senses showing off the wearable creations alongside a brilliant cast of professional theatre, dancers and musicians, led by Melbourne-based Artistic Director Helen Duncan. The Showcase left audiences truly amazed with the powerful display of artistic expression and theatrical elements on stage.

**Last year, more than 1,300 people were blown-away by the extravagant, provocative and colourful spectacle of art on the body over the two shows.**

To further enhance the June showcase season, a series of exhibitions and workshops have been included to whet the appetite of even the most discerning textile and fibre artists. Six workshops, a contemporary textile art exhibition and a second exhibition by the South Metro TAFE Fashion Design and Floristry students all feature on the calendar of events.

The Wearable Art Mandurah competition sparked the attention and involvement of this year's renowned judges Aly May, Leisa Landre-Ord, Paul O'Connor, Lesley Wilkinson, Isla Munro, Lisa Piller and Sue Girak and they embraced the challenging task of selecting the winners under this year's categories: Avant-Garde, Transformation, Metallic, Tertiary Student Award and Youth.

The annual Wearable Art Mandurah Exhibition will run from August 3 to September 2 and will be presented at Contemporary Art Spaces Mandurah (CASM).



The exhibition, presented by Act-Belong-Commit, will offer a deeper experience to viewers with guest speakers, panel discussions and a workshop to inspire and share the incredible creative journeys undertaken this year.

Entrants often put hundreds of hours of work into their creative pieces and the exhibition allows the viewer to explore the garment's techniques, materials, structure and form as well as reliving the showcase through projection, music and film.

It is evident that Wearable Art Mandurah is more than the bright lights and colour. It is becoming known as a competition that nurtures and encourages the artistic talents of those from near and far.

The competition doesn't only recognise and encourage the artists, there are many opportunities along the way for the local community to participate and help build stronger and more resilient communities.

Many community groups and local business have joined in the colourful, creative fun.

*Forty incredible, handmade garments from across the world have been shortlisted from 93 entries as part of this year's performance.*

The competition provides many capacity building opportunities not only for the artists but also models, performers, musicians and other volunteer roles.



**Tickets**  
Readers are encouraged to book tickets early to avoid disappointment.

**MORE INFORMATION**

For more information about Wearable Art Mandurah, visit [www.wearableartmandurah.com](http://www.wearableartmandurah.com)

# Agriculture and Food Innovation

## Overview

**WORDS** | Peel Regional Investment Blueprint

### 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

With world food demand over the next 40 years set to increase at levels much faster than before, the need is greater than ever to address sustainable food security and food production for healthier outcomes at a global scale.

Our vision is that the Peel is strategically positioned to become a globally competitive supplier of premium food products of the next ten to twenty years at a level of quality, quantity and nutritional value that meets demands from domestic and export markets. This will be achieved through innovative and sustainable food production, food processing practices and through the development of an internationally recognised ag-tech research capability.

In February 2018, a Memorandum of Understanding (MOU) was executed between Hon. Alannah MacTiernan MLC Minister for Regional Development; Agriculture and Food, Fund Singapore, Murdoch University and the Peel Development Commission. This government-private-academic partnership will focus on cooperating in ag-technology development, intensive food production and innovative start-up enterprises between Singapore and Western Australia to contribute to Singapore's food security and to the Peel and Western Australia's economic competitiveness and adoption of innovation. This is an exciting step in the development of an agri-innovation precinct within the Peel Business Park under the Transform Peel program.

The Agriculture and Food Innovation theme identifies objectives, goals and strategies for the region that will provide the diversification that is required to grow the Peel economy and create new jobs.

Since the inception of the Blueprint, regional stakeholders have been working with their networks to:

- Attract \$49.3m Royalties for Regions funding for the Transform Peel program phase one.
- Support the Peel Harvey Catchment Council and Peel Harvey Estuary Management

Committee to develop initiatives which protect and rehabilitate the Catchment.

- Undertake land use mapping within the Peel Food Zone.
- Investigate feasibility of the development of an Eco Industrial Precinct within the Transform Peel area.
- Undertake early phases of the Peel Integrated Water Initiative including initial testing and science development.

Working together with regional networks in the short term we will:

- Complete Peel agri-innovation precinct scoping and feasibility study.
- Facilitate the development of a business case for the Peel Agri-Industry Research Facility.
- Facilitate agreement on the details of the Peel Food Zone and begin initial planning.
- Continue investment into the Peel Business Park and commence implementation of physical infrastructure that will underpin the growth of our economy. 

### MORE INFORMATION

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





# What is food sovereignty?

WORDS | Merri Harris, Serpentine-Jarrahdale Food and Farm Alliance Inc.  
IMAGES | Colleen Rankin

**Food sovereignty is our right to control our own healthy food systems through ecologically sound and sustainable methods, and is an alternative solution to current methods where food is treated as a commodity.**

Food security is often confused with food sovereignty, the difference being the first one is setting the goal, the other defining the way to realise it. Food security is ensuring that all people have access to sufficient healthy, nutritious, affordable food all of the time. Food security goes on from this with the rights of our farmers and producers to have access to fair trade and be able to define their own food systems (production, distribution, and consumption) without having to depend on the fluctuating international markets.

## Pillars of Food Sovereignty

- **Focuses on food for people:** The right to sufficient, healthy and culturally appropriate food for all people is at the centre of food, agriculture, livestock and fisheries policies. Food is not just another commodity.
- **Values food providers:** The rights, including the right to a decent income, of all women and men who grow, harvest and process food, are respected. Policies and actions that undervalue them

or threaten their livelihoods are rejected.

- **Food systems:** Food providers and consumers are connected and are at the centre of decision-making on food issues.
- **Puts control locally:** Control over territory, land, grazing, water, seeds, livestock and fish populations rests with food providers; their right to use and share them in socially and environmentally sustainable ways is respected. Natural resources are not privatised.
- **Builds knowledge and skills:** Food providers pass on their skills and local knowledge to future generations.
- **Works with nature:** Food Sovereignty promotes agro-ecological methods of food production and rejects methods that harm ecosystems, are energy intensive or depend on monocultures, destructive fishing practices and other industrialised production methods.

## Actions to promote food sovereignty

The above mentioned pillars are the framework that the SJ Food and Farm Alliance has set for itself, to connect producers and consumers. Through hosting events, large and small, to connecting people who eat with people who produce food, and utilising our capacity to lobby government at all levels.

SJ Food and Farm Alliance can assist local growers to be strategic in purchasing, and are currently helping local growers to form a cooperative that hopefully will lead to the creation of a food hub.

We place value on natural resources by working closely with other local community and environmental groups and increase food skills by creating workshops to enable people to learn new skills in growing, producing and distributing food.

To create public awareness, the Alliance has produced a book titled *Food and Farms in the Shire of Serpentine-Jarrahdale* which is available for purchase via our website and we seek to promote fair trade not free trade, given that 70% of the world's food is produced by small farmers.

Finally, SJ Food and Farm Alliance works to develop and maintain partnerships with local land owners, local community groups and local government in addition to individual farmers and food producers.

**Food security** is often confused with food sovereignty.

## MORE INFORMATION

Find out more about the Serpentine-Jarrahdale Food and Farm Alliance Inc. visit [www.sjfoodandfarmalliance.com.au](http://www.sjfoodandfarmalliance.com.au) or contact President Merri Harris email [merri@sjfoodandfarmalliance.com.au](mailto:merri@sjfoodandfarmalliance.com.au)

Detail used to compile this article is sourced from the International Forum for Food Sovereignty, 2007 Nyeleni Village, Mali.



# Building estuary resilience



WORDS & IMAGES | Peel-Harvey  
Catchment Council

The West Australian Government is delivering on its 2017 State Election commitments, providing funding for projects to improve the health of the Ramsar listed Peel-Harvey Estuary and the rivers that flow into it.

The funding will enable three years of on-ground practical works that will complement other projects, providing a concentrated focus on improving the health of Peel-Harvey waterways and, particularly, the Serpentine River.

**Funding will be provided to the Peel-Harvey Catchment Council to deliver exciting new projects that will improve fish habitats in Peel-Harvey waterways, namely:**

1. **Restoring Our Rivers** – traditional river restoration projects including restoration of vegetation, weed control, bank stabilisation, fencing and feral animal control
2. **Fish Friendly Farms** – on the three rivers leading into the Estuary (with Recfishwest)
3. **Restocking bream in the Murray River** (with Murdoch University)
4. **Restoring the Harvey River** (with the Harvey River Restoration Taskforce)
5. **River Health Assessments** – monitoring effectiveness of actions

Projects were developed in consultation with representatives from the Peel Development Commission (PDC), Recfishwest, the WA Fishing Industry Council (WAFIC), the Department of Primary Industry and Development (DPIRD, Fisheries), Mandurah Licensed Fishermen's Association (MLFA), and stakeholders and potential project partners, including The Harvey River Restoration Taskforce (HRRT); Murdoch University Centre for Fish and Fisheries Research (Murdoch University); Recfishwest; and The Nature Conservancy (TNC).

Further funding will enable the PHCC to maintain their Science Advisor position for another three years, to drive projects to enhance the health of the Estuary, and provide leadership for the integration of science into the management of our waterways.





Stakeholders at the launch of the Wetlands and People Plan.

The Government has recognised that the Peel-Harvey Estuary underpins the overall health and economic, social and environmental wellbeing of the Peel region.

It is the largest estuarine system in the South West – more than twice the size of Sydney Harbour. However, the decline of the health of the Estuary and its three rivers has been widely recognised and collaborative action is required to stop another collapse of the system. For example, recent monitoring has shown that almost all bream caught during research sampling in the Murray River were born in or before 2010. This means that almost no new bream have been born in the last seven years, leaving this species at significant risk should we experience a large fish kill.

“The PHCC are the best positioned organisation to deliver estuarine health initiatives in the Peel-Harvey, given their considerable experience in this space and current role in managing numerous projects delivering similar outcomes,” stated PDC CEO, Andrew Ward.

Complementary projects include nearly \$1 million from the Alcoa Foundation to deliver the “Connecting Corridors and Communities – Restoring the Serpentine River” project and a number of water quality projects being delivered with the State Government through the Regional Estuaries Initiative.

The involvement of the community is imperative to restore the health of Peel’s waterways and on November 1st 2017 the PHCC officially launched Australia’s first Communication, Education and Public Awareness (CEPA) Action Plan for a Ramsar-listed site.

Identified stakeholder groups who have agreed to play active roles in implementing the plan were well represented at the launch with nearly 50 guests attending.

PHCC Chairman, Andy Gulliver, said the launch of the Plan was a watershed moment for the community, “The PHCC and its

partners have created Australia’s only site-specific stand-alone CEPA action plan under our international obligations to the Ramsar Convention. It has taken many years of persistent effort and commitment. Over time it will change the way we think about and value our natural assets.”

**“Thousands of jobs and billions of dollars of investment depend on the health of our waterways and wetlands,” he said.**

“It’s an unfortunate lesson of history that we often don’t realise what we’ve got until it’s gone. The ‘Wetlands and People Plan’ will inform the community about the true value of our wetlands. Well informed communities make better decisions.”

PHCC CEO, Jane O’Malley explained the significance of the Plan’s launch date, “We purposely launched the Wetlands and People Plan on the 1st of November, the opening of the crab season. In doing so we celebrated the reason for the two-month closure to crabbing; wise-use to protect the breeding stock.

This means that crabbing will be a recreational opportunity for this and future generations. This is part of the reason the fishery has gained Marine Stewardship Accreditation for both the recreational and commercial crab fishery.”

The Plan’s four goals endeavour to create a brighter long-term future for the wetlands through encouraging wise-use, well-informed decision making, active stewardship and advocacy across all sectors. The Plan will also help the Australian Government meet its obligations as signatories to a number of international agreements (Ramsar, as well as the international Migratory Bird Agreements with Japan, China & the Republic of Korea – JAMBA, CAMBA & ROKAMBA).

**Involvement of the community** is imperative to restore the health of Peel’s waterways.

**MORE INFORMATION**

**If you are interested in learning more about this program please visit: [www.peel-harvey.org.au](http://www.peel-harvey.org.au)**



# Transform Peel

## welcomes Singaporean agreement



**WORDS** | Mia Lacy, Peel Development Commission

**IMAGES** | Murdoch University and the Peel Development Commission

**An agri-innovation precinct within the Transform Peel program is closer to becoming a reality after a significant Memorandum of Understanding (MOU) was executed between the Hon Alannah MacTiernan MLC Minister for Regional Development, Fund Singapore, Murdoch University, and the Peel Development Commission.**

Regional Development Minister Hon Alannah MacTiernan MLC said closer ties with Singapore and the university sector would help encourage investment into the Peel Business Park and Peel region.

*The collaboration with Fund Singapore as a potential strategic investment partner is great news for Peel food producers.*

"The Peel region has real natural advantages in food production and through the Transform Peel project, we are confident we will see more diverse industries and more job opportunities in the region," she said.

**Chair of the Peel Development Commission, Paddi Creevey, said the MOU paved the way to building a relationship where the partners would co-operate on an established strategic framework.**

"We and our partners recognise that co-operation in ag-technology development, intensive food production and innovative start-up enterprises between Singapore and Western Australia will contribute to Singapore's food security and to the Peel and WA's economic competitiveness and adoption of innovation. An agri-innovation precinct is, we believe, an essential element of the Peel Business Park within Transform Peel," she said.

Dr Christopher Vas, Director of Murdoch University's Singapore Centre for Research in Innovation, Productivity and Technology (SCRIPT) said the effort would further strengthen mutually beneficial trade, science and innovation ties between the two countries.

"Murdoch University enjoys a privileged position in Singapore and through SCRIPT, we are involved across industry research and engagement activities which will help to connect food producers in Peel with innovators and funders in Singapore."

"The collaboration with Fund Singapore as a potential strategic investment partner is great news for Peel food producers. It will help them to access opportunities for expansion, value-added processing and importantly market access in Asia," he said.

"Startups that enable ag-tech activities within and beyond the farm gate will also be sought to participate in this collaboration especially where food provenance, traceability, safety and security are concerned."



**Transform Peel**  
program is located  
at Nambelup in the  
Shire of Murray.






*TOP: Fund Singapore MOU Signing: Associate Professor Chris Vas, Murdoch University Singapore, Regional Development Minister Hon Alannah MacTiernan MLC, Commission Chair Paddi Creevey and Fund Singapore Chief Executive Lester Chan.*

*BELOW: Attending the MOU are (back): Janine Hatch, Andrew Ward, Lester Chan, Assoc. Prof. Chris Vas, Jin Hao Low, (front): Robyn Clarke MLA, Paddi Creevey OAM, Prof Lyn Karstadt.*

Lester Chan, CEO of Fund Singapore, said the company shared the vision of the Peel Business Park and what the Transform Peel program represents to both Western Australia and Singapore.

"Fund Singapore has recently invested a significant amount in one of WA's high value agri-producers and entered into a joint venture with Murdoch University to invest in its education-technology startup, signaling a strong interest in the innovations and potential in this region. We believe in the future of ag-tech innovation and that Peel and Murdoch can be strong partners for us to achieve a very productive future," he said.

Transform Peel comprises three integrated, strategic elements: a 42,000ha Peel Food Zone, a 1,000ha Peel Business Park and the Peel Integrated Water Initiative. It is a long term program which is designed to ensure greater economic prosperity, and more diverse industries. 

#### **MORE INFORMATION**

**The Peel Business Park is located at Nambelup in the Shire of Murray in the Peel region and is devised, developed and delivered by the Peel Development Commission and its project partners. The \$49.3 million transformational program is supported by the Western Australian Government's Royalties for Regions initiative.**

Visit [www.transformpeel.com](http://www.transformpeel.com)



PROGRESSIVE | PROSPEROUS | DYNAMIC

# Surveying Peel's Groundwater

WORDS & IMAGES | Department of Water and Environmental Regulation

An airborne electromagnetic (AEM) survey has been shown over an area of the Peel region east of the Kwinana Freeway as part of an investigation to improve understanding of the groundwater system in that area.

The survey was undertaken during February, and is a collaboration between the Department of Water and Environmental Regulation, CSIRO and the Peel Development Commission as a part of the Transform Peel program.

An airborne electromagnetic survey is an efficient tool used to investigate the electrical conductivity below the surface of the ground, up to several hundred metres deep. The department routinely uses AEM surveys to investigate groundwater systems because they allow us to cover large areas in a short amount of time, providing valuable information on groundwater salinity and the structure of the groundwater aquifers.

The AEM survey conducted in Peel involved flying a large electrical coil, suspended beneath a helicopter at a height of 30 metres above the ground. The coil consisted of a transmitter and a receiver, which were both attached to a large non-metallic frame.

The transmitter coil emits a low level electromagnetic signal into the ground. The receiver collects the return signal, giving an indication of the electrical conductivity of the subsurface material. The electrical conductivity measured gives an indication of the groundwater salinity and the nature of the materials that make up the aquifer.


Saline water is more conductive than freshwater, while clay, sand and rock for example, return different conductivity signals. The data recovered by the receiver coil is validated using other data collected from the area, such as water sampling, bore logs, and physical observations. Scientists use the combined information to build a conceptual model of the groundwater system.

**Over 600 kilometres was flown by the helicopter to complete the survey. It covered 420km<sup>2</sup> bound by the Kwinana Freeway and South West Highway, between Serpentine and Pinjarra.**

Transform Peel water investigations will be completed by the end of 2018. The project team will produce a tool that can be used to model the impacts of commercial water use on wetlands, other users and the groundwater system as a whole.

Andy Ellett, project manager from the Department of Water and Environmental Regulation, is excited by the meaningful impacts this project can have on the future for the people in the region.

"Managing our water in a sustainable manner is vital to our future. It's an important challenge for us to balance environmental protection with commercial growth," Andy said.

"Transform Peel is about providing jobs for the region and embracing innovation to ensure a healthy environment along with a thriving economy." 

# Board Q&A

**WORDS** | Paddi Creevey and Greg Poland

**IMAGES** | Peel Development Commission

The Board sets the strategic direction of the Commission which is aligned with the needs of community and business, with membership comprising of the CEO and six regional representatives who are appointed by the Minister for Regional Development.

Meeting six times per year in various locations throughout the region, the Commission welcomes Chair Paddi Creevey OAM and Deputy Chair Greg Poland.

Learn more about the Commission's recent appointments, further detailed on page 20.

## Introducing Ms Patricia (Paddi) Creevey OAM Chair



### Q How did you come to settle here?

I bought a beach shack in the old Florida suburb in 1984. I used to come down for many enjoyable crabbing weekends with friends. Then I was able to secure employment here in 1986, and have loved it and lived here ever since.

### Q What was your most memorable career moment so far?

Being involved with ensuring we saved more of the Creery Wetlands than was originally planned. I remember there was a strong community movement as the value of those wetlands was understood by so many different groups in the Peel and, as a result, we were able to save a third more than was originally planned.

### Q What do you see for the future of the Peel?

The more I learn about our natural and human resources I feel very confident this region can be a food hub and be the place we can develop innovation and technology in agriculture. Importantly, I see we can have wonderful committed people who are looking after our soils and seeking out alternative technologies to use for food production. I think we have a way to go but the future is very bright when you look at the agencies and organisations that already work so well together. We are pretty strong as a region!

### Q What are some of your favourite things do to here?

Being on the water in my boat African Queen and soaking up the beauty and experiences our region has to offer, is probably one of the things I enjoy most!

The Peel has some remarkable people who have lived here a long time and made a deliberate choice to come here. I find there are a great many of these people who really want to promote our area which I think is fantastic. One of my best experiences has been meeting young people – especially through Junior Council who are full of understanding and commitment to looking after our superb environment. They really 'get' the issues that face our region and they're confident in their knowledge too.

### Q What makes the Peel region so unique?

You only have to travel through the five local government areas of Boddington, Waroona, Serpentine-Jarrahdale, Murray and Mandurah to discover our amazing countryside and see how very productive the region is. You have the superb forests around Dwellingup, the beautiful farming areas of Boddington, then Serpentine-Jarrahdale with its incredible mixture of people doing amazing things from small farms to large horse studs. Further to the south, Murray and Waroona have an amazing diversity of farming and to me the Sea to Scarp logo kind of says it all – we have over 50kms of stunning coastline, amazing waterways, plus all the escarpment and farmlands have to offer.

### Q What do you most enjoy about living here?

I just love our whole environment. The flora and fauna we have here is wonderful – I never tire of it – those amazing migratory birds that are so breathtaking in the journeys they undertake and even all the little birds that come and feed at the birdbaths! I enjoy that we have many of the benefits of living close to the metro centre but the beauty of living in regional, rural WA. I think my favourite thing is meeting so many amazing people from different backgrounds. I've had the privilege of working with some remarkable people – we have an abundance of those here in the Peel!

### Q What do you do in your spare time?

I am an enthusiastic but not often successful, organic, vegetable grower. I also love going fishing and crabbing and anything to do around our waterways and I particularly love having catch up time with my friends and family.



**Introducing Mr Greg Poland**  
Deputy Chair



**Q How long have you been involved with the Peel region?**

I first became involved with the Peel through dealings with LandCorp some 15 years ago. I recognised then what incredible assets the region has.

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

The most important lesson from the corporate sector is not to fall into a false sense of security. We need to understand and accept that profits and corporate life have their ups and downs. We need to focus more on delivery and less on bureaucracy – particularly in the current economy. If you do not run a tight ship, your productivity will be lower, your profits will be lower and in worst-case scenario, the business will have no choice but to close shop and disappear.

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

I believe, the Peel region presents one of the most unique opportunities in Western Australia. Large areas of

the Peel can be used for growing food and it has potential to produce organic and high quality products. The Peel is rich in natural beauty and I believe developing tourism should be a significant focus. More facilities and options will bring more people to the area, which will create more jobs. We need to start with the first building blocks such as training and realigning regulations to allow for tourism to grow.

**Q What are some of your favourite places/people/experiences in the Peel region? Why?**

I find the Peel region possesses a unique blend of city and country life. It offers most of the modern amenities of Perth blended with country style attitude and living. I have to say, I am a boatie so the waterways are my favourite. I cannot think of anything better but being on a boat up the river seeing the dolphins and the birds – to me this is nature at its best.

**Q What do you do in your spare time?**

I spend most of my spare time in Mandurah socialising with friends and enjoying the waterways on my boat. I like the feeling of being close to nature. If anyone wants to get away from the hustle and bustle of Perth, coming to the Peel region is the perfect antidote! Mandurah with its waterways particularly creates a holiday atmosphere. I am also a family man and have five grandchildren. Nothing gives me greater pleasure than spending time with my partner and kids, babysitting, and spoiling my grandchildren! 🦋

## Missed an issue?

If you missed a previous edition head to **www.peel.wa.gov.au/the-commission/peel-dc-publications** to review.



**Did you know?**

The Peel region's agricultural sector is currently dominated by livestock production in cattle, sheep, chickens and related activities. There is also a small amount of intensive agricultural production in fruit, vegetables, flowers and turf. 🦋






# Millbrook

Millbrook is a boutique winery and restaurant in the historic town of Jarrahdale, in the Perth Hills.

It is situated on the picturesque Chestnut Farm, a property that backs on to the Serpentine River and nestles among Jarrah forests, with stunning vistas of the rolling landscape.

The multi-award winning Millbrook restaurant is a special place, with sweeping views of the Jarrah forest. The seasonal modern Australian menu incorporates more than 100 varieties of heirloom vegetables grown in the Millbrook garden and picked fresh daily, as well as stone fruit, citrus, figs, apples, herbs, free-range eggs, olives and honey sourced from the estate.

The garden is tended by Head Chef and Gardener Guy Jeffreys, with the whole chef team also pitching in. As a result of their dedication, the restaurant no longer buys in any fruit or vegetables; everything served is from the estate and carefully matched with locally sourced meat and fish. Here Guy shares a delicious seasonal recipe. 

## MORE INFORMATION

To find out more or to make a booking visit [www.millbrook.wine/pages/restaurant](http://www.millbrook.wine/pages/restaurant)



**WORDS** | Melissa Worthington, Cork and Cheese

**IMAGES** | Millbrook Winery and Department of Primary Resources and Regional Development

## Broad beans with barbeque beef brisket

**SERVES 6-8**

### Ingredients

1 whole brisket, approximately 4kg  
Salt  
Broad beans, blanched and podded  
Broad bean tips and flowers, if you have them in your vegetable garden  
Soft boiled egg, smoked if you want to be fancy  
White anchovies  
Spring onion, sliced

### Spice mix

½ cup smoked paprika  
½ cup coriander seeds ground  
½ cup cumin seeds ground  
½ cup dried oregano  
¼ cup ground coffee beans  
Mix (any excess after you rub beef will keep for next time)

### Basting liquid

1½ cups brown sugar  
1½ cups white wine vinegar  
1½ cups white wine


### Method

Rub 1 brisket in spice mix and marinate overnight. Bring basting ingredients to the boil to dissolve sugar. Season and barbeque marinated brisket on low heat turning and basting until you have a blackened "bark" (not burnt), approximately 1 hour.

Put beef into a tray and pour over remaining basting liquid, cover with foil and cook in a 150°C oven until your finger falls through the beef when poked, about 6 hours.

Leave to rest for 1 hour then slice and serve with some of the sauce.

### To serve

Garnish with the broad beans, soft boiled egg, white anchovies and spring onion. 



# Peel producers shine at Yagan Square in Perth



**Over 2,000 consumers** stopped by to learn more about the region.

## Peel craft beer and wine trail

A Craft Beer and Wine trail map is currently under development for the Peel featuring 6-8 local businesses.

The new trail is part of a state-wide project by Tourism Western Australia to produce a suite of themed food and wine trails to be available as brochures and also on the Trails WA website and mobile phone app. A major launch of the trails is slated for the second half of the year.

Tourism WA has identified that food and wine as being central to a successful tourism strategy, with over 40% of visitors eating out when they visit a new place. The new trail maps will make it easy for travellers to find quality establishments and experiences across Western Australia. Check out the other trails that have been produced on Trails WA: <http://trailswa.com.au/trails/experiences/food-wine/>



**New Peel** beer and wine trail in the pipeline.

Peel producers were in the spotlight following the opening weekend of Yagan Square in Perth as part of a series of food events to promote a 'buy and support local' message to WA foodies.

The Taste of WA is an initiative of the State Government's Buy West Eat Best program, and will roll out as a 12-month tasting program.

The Taste of WA events focus on four different regions and include cooking demonstrations and tastings with local chefs, producers and food businesses featuring the region's produce, with each timed to coincide with a significant regional food and agriculture event.

Produce from the Peel kicked off the program on Sunday 11 March with seafood including mullet and blue swimmer crab, Borrello and Mundella dairy and local sweet treats on the menu. Over 2000 consumers stopped by to join in the food conversations

hosted celebrated chefs Don Hancey, Jason Hutchen, Kenny McHardy, who were supported by City of Mandurah Mayor Rhys Williams.

Consumers were encouraged to discover how they could experience their own food and beverage adventure in the Peel and head to the following weekend's Crab Fest, and many settled for a selfie with Nipper the crab! 🦀

## Congratulations Grubs Up

Congratulations Paula Pownall, Founder of Coolup's Grubs Up who has been named as one of AgriFutures Australia WA Rural Women's Award finalists.

Their product line now includes cricket dukka, roasted crickets and mealworms, and a recently released roasted cricket spice grinder. Grubs Up is stocked at Pantry Man Rockingham, Roar Creations Pinjarra and at [www.grubsup.com.au](http://www.grubsup.com.au) 🦀



Department of  
**Primary Industries and  
Regional Development**

# Is protected cropping the future for WA Horticulture?

Come to a forum hosted by the **Department of Primary Industries and Regional Development (DPIRD)** to discuss opportunities in protected cropping.

**Tuesday 29 May, 2018**



9:30am to 4:45pm



**Bendigo Bank Stadium,  
Rushton Park, Mandurah**

Corner of Dower Street & Elizabeth Drive



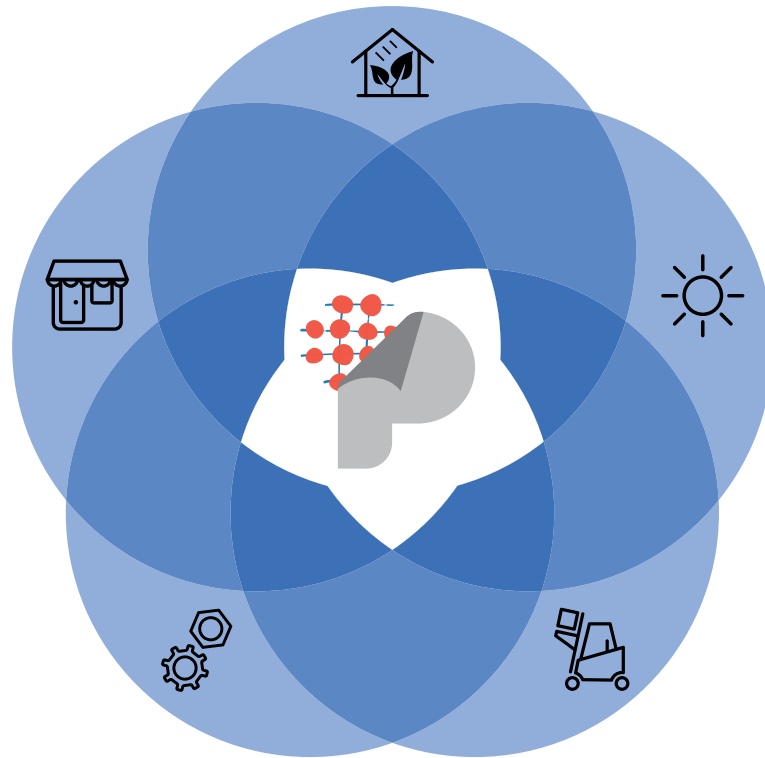
\$35



A person with dark hair, wearing a blue jacket, is shown in profile, looking down at a tablet computer held in their left hand. Their right hand is reaching out to touch a green leafy plant in a greenhouse. The background is filled with rows of similar plants under a glass and metal structure with hanging lights.

Featuring guest speaker Graeme Smith (CPAg) from Graeme Smith Consulting Greenhouse Innovations on 'Cropping & Soilless Culture – Future Gazing for Western Australia.'

For more information and to R.S.V.P. Email Heather Percy by **20 May 2018** at [landuse.planning@dpird.wa.gov.au](mailto:landuse.planning@dpird.wa.gov.au)



# Where innovation comes together.



**A state-of-the-art business park for commercial, agri-innovation, renewable energy, light and general industrial.**

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

Looking towards the future, the 1,000ha park has been developed with sustainability and innovation as a guiding principle, and will be serviced with water, sewer, power, gas and telecommunications.



Peel Business Park will consist of the following 5 precincts –

-  Commercial
-  Agri-innovation
-  Renewable Energy
-  Light Industrial
-  General Industrial

For more information or to register your interest, visit [landcorp.com.au/peelbusinesspark](http://landcorp.com.au/peelbusinesspark)

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