



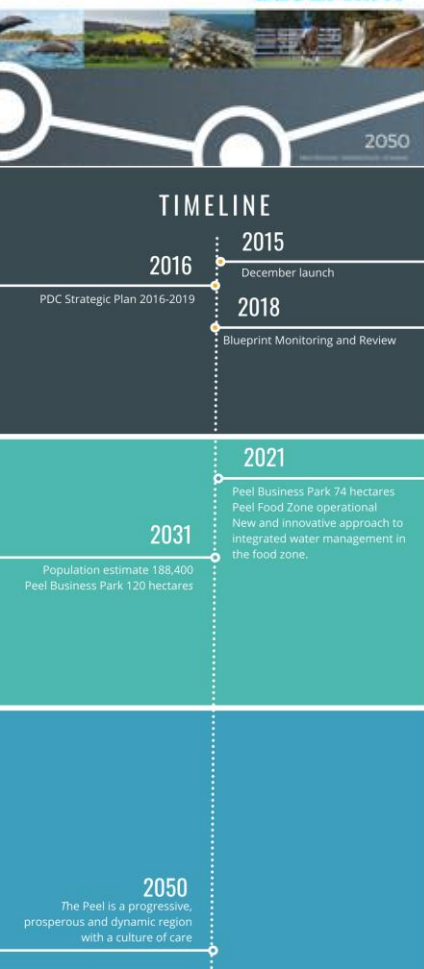
SCORECARD: AUGUST 2018

PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC



From the CEO



The continued rapid growth of the Peel region not only means that a clear vision for the future is as critical as ever, but that a collaborative effort towards achieving that vision is fundamental. The Peel Regional Investment Blueprint provides a shared vision of the Peel as a progressive, prosperous and dynamic region with a culture of care and provides a roadmap for its achievement to 2050.

In 2018 the Commission undertook a Blueprint monitoring and review process to gain understanding of initiatives being undertaken in alignment with Blueprint objectives and to identify areas of potential regional collaboration. In partnership with RDA Peel, Commission staff undertook 18 individual organisation consultations and hosted a combined stakeholder workshop on 20 June 2018. Through this process the following initiatives were identified as regional priorities in the short term:

- Regional transport planning
- Establishment of a regional growers group
- Development of a regional capability statement
- Development of cross regional trails

This scorecard update provides an overview of achievements and short term plans of regional stakeholders, identified during the review process. I would like to acknowledge the collaborative approach of our regional leaders and stakeholders in their commitment toward working together to achieve more positive outcomes for the Peel region and stress that these achievements and plans are those of our regional stakeholders and not of the Commission alone. I thank our partners and look forward to our continued work together.

Andrew Ward
Chief Executive Officer

RELATIONSHIP BETWEEN OUR VISION, THEMES AND FOCUS AREAS



This key Blueprint image has been updated as a result of feedback from the review process placing the environment as the pivotal centre underpinning each of the five focus areas. This highlights the importance of balancing social and economic development with conservation.



THRIVING INDUSTRY

- 1.1** New and expanded market opportunities
- 1.2** Integrated network of prosperous regional communities



AGRICULTURE & FOOD INNOVATION

- 2.1** Innovative and sustainable agriculture and food practices
- 2.2** Peri urban food zone



TOURISM EXCELLENCE

- 3.1** Tourism growth through investment
- 3.2** Network of diverse adventures



CAPABLE PEOPLE

- 4.1** Boosting productivity
- 4.2** Pathways to employment



STRONG & RESILIENT COMMUNITIES

- 5.1** Secure housing
- 5.2** Age friendly communities
- 5.3** Targeted services
- 5.4** Sport and recreation
- 5.5** Arts and Culture

Summary Indicators



103 of the 205 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 18 are complete



2017 Arts & recreational services accounted for 1.2% of Peel GRP (1.3% in 2016)



2017 Peel GRP totaled \$7,926m (\$7,605m in 2016)



2015/16/17 Visitor average length of stay – Intrastate 2.5 nights, Interstate 5.9 nights, International 17 nights



2017 Peel GRP accounted for 3.2% of GSP (3.2% in 2016)



June 2017 Peel Population of 136,854 (133,938 June 2016)

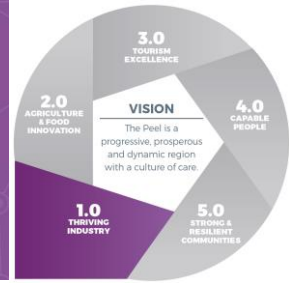


2017 Agriculture, forestry & fishing accounted for 3.4% of Peel GRP (2.8% in 2016)



June 2017 Peel Unemployment rate of 7.9% (8.3% June 2017)

1.0 THRIVING INDUSTRY



OUR GOAL TO 2050

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

OBJECTIVES

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

A network of regional stakeholders have:

- Activated Transform Peel program phase one through attraction of \$49.3m Royalties for Regions funding, incorporating Peel Business Park, Peel Food Zone and Peel Integrated Water Initiative (1.2.1.3 & 2.2.1.2)
- Researched the strategic shift of industries to the peri-urban area for use in attraction of businesses to the Peel Business Park (1.1.1.1)
- Released the Peel Regional Equine Strategy and launched Stage 2 of Murray Regional Equestrian Centre (1.1.1.5)
- Undertook activities through the Wetlands and People project to project and enhance our environmental assets including Shorebird2020, Dolphin Watch, Stints are Rad, Health Peel Program, Wetland Yarns (1.2.1.3b)
- Contributed to the development of an integrated network of regional towns through:
 - Commencement of community consultation for Mandurah Foreshore Redevelopment (1.2.1.2a)
 - Undertaken planning and community consultation for Pinjarra Revitalisation Strategy, including heavy haulage deviation road (1.2.1.3a)
 - Undertaken city precinct node activation in Shire of Boddington including visitor centre, youth centre, library and café (1.2.1.6a)
 - Secured funding for the Preston Beach Community Centre (1.2.1.5a)
 - Released SJ2050 identifying core values, economic opportunities and vision for the Shire of Serpentine-Jarrahdale to 2050 (1.2.1.4e)

In 2018-19, in collaboration with our network of stakeholders we will:

- Continue investment into the Peel Business Park and commence implementation of physical infrastructure that will underpin the growth of our economy with LandCorp (1.2.1.3 & 2.2.1.2)
- Explore land use options for economic development in East Keralup (1.2.1.1d)
- Commence the development of regional transport modelling (1.2.1.1d)
- Maximise local content opportunities for Government contracts through the Local Content Advisor

2.0 AGRICULTURE AND FOOD INNOVATION



OUR GOAL TO 2050

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

OBJECTIVES

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

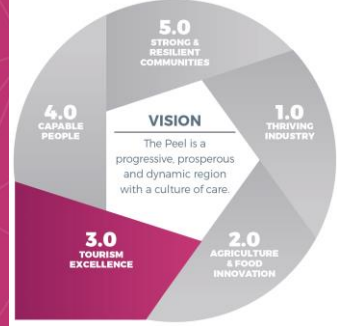
Regional networks have:

- Developed a concept plan for the Peel Agri-Innovation Precinct within the Peel Business Park (2.1.1.2c)
- Undertaken a Smart Urban Farm Factories feasibility study (2.1.1.2c)
- Undertook land use mapping within the Peel Food Zone (2.1.1.2b)
- Facilitated the development of a business case for the Murdoch Centre for Innovation in Agriculture (2.2.1.2)
- Commenced the Australian Research Council Linkage Project – Balancing estuarine and societal health in a changing environment to investigate the ecosystem services of the Peel-Harvey estuary system (2.1.1.2d)
- Undertaken early phases of the Peel Integrated Water Initiative including initial testing and science development (2.2.1.2b)
- Developed the Peel Harvey Estuary Ecological Health Projects to facilitate the continued health of the Peel-Harvey estuary (2.1.1.1b)
- Developed initiatives which protect and rehabilitate the Peel Harvey Catchment and attracted significant investment into Natural Resource Management activities throughout the region (2.1.1.1)

Regional networks during 2018-19 will:

- Support the development of a regional growers group (2.1.1.2a)
- Seek funding for the Peel Agri-Innovation Precinct (2.1.1.2c)
- Undertake soil amendment trials in the Peel Food Zone (2.2.1.2b)

3.0 TOURISM EXCELLENCE



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional partners have:

- Participated in a tourism infrastructure investment workshop to establish barriers and opportunities for investment which will inform the development of a Tourism Infrastructure Investment Framework (3.1.1.2)
- Xterra National Championships and Australasian Police & Emergency Services Games secured in Peel for 2018 (3.2.1.2)
- Funding received for Dwellingup visitor centre expansion and upgrade as phase one of trails development planning (3.2.1.2)
- Aligned the Peel Equine Strategy with tourism opportunities (3.2.1.2)
- A range of tourism businesses have been established throughout the region including King Road Brewery, Boddington Gold Mine Tours, Westside Tours, Mandjoogoordap Dreaming, Wild Seafood Adventure Tours (3.2.1.2)
- Established a visitor centre in Boddington (3.1.1.2)
- Supported arts, entertainment and cultural events (3.2.1.2)

Regional partners in 2018-19 will:

- Support MAPTO in attracting major events to the region (3.2.1.2)
- Develop priority initiatives outlined in the Peel Tourism Economic Development Infrastructure Strategy (3.1.1.2)
- Develop and implement a Tourism Infrastructure Investment Framework (3.2.1)
- Continue to develop cross regional trails (3.2.1.8)

4.0 CAPABLE PEOPLE



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional stakeholders have achieved the following outcomes:

- Held the inaugural Peel Bright Minds ESTEAM Awards to recognise the achievements of ESTEAM champions in our region (4.1.1.1)
- Hosted Peel Employment Expo enabling the workforce to explore a range of employment opportunities (4.2.1.1e)
- Secured Federal Government support for the establishment of the Mandurah Murray Employment Facilitator (4.2.1.4)
- Hosted an Educators Forum to discuss future workforce requirements and explore how these can be developed within our local schools (4.2.1.2 & 4.2.1.3)
- SMYL Care School established to provide an alternative education pathway for youth at risk of disengagement (4.2.1.4)
- Continued provision of a space for the community & businesses to operate, collaborate and co-create through Make Place (4.1.1.1a&b)

During 2018-19 stakeholders will:

- Open a Jobs and Skills Centre at the Peel Education Campus to provide a central point for career and workforce development information for both jobseekers and employers (4.2.1.1)
- Continue to implement initiatives to encourage an aspirant culture (4.1.1.1)
- Develop a regional capability statement (4.1.1.1)
- Conduct a Peel Regional Labour Market Review to identify local skills shortages (4.1.1.4)

5.0 STRONG AND RESILIENT COMMUNITIES



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional communities have:

- Gained funding for the development of the Peel Youth Medical Services (PYMS) Health Hub (5.3.1.5)
- Implemented initiatives such as Me@3 to improve developmental outcomes for children in the Peel (5.3.1.1)
- Delivered \$3.8m of Regional Grants Scheme, \$1m Community Chest Fund and \$2m Local Project Local Jobs grants across the region including Peelwood Reserve Floodlighting, Quambie Park Social Inclusion Area, Jarrahdale Mill Manager House refurbishment, Pinjarra Racing Disabled Access Ramp, and Boddington Community Website
- Attracted funding for residential and independent living aged care facilities throughout the region including Waroona Housing Options Village, Bedingfeld Park and Boddington Independent Living Units (5.2.1.3)
- Developed improved community infrastructure such as the Boddington Recreation and Youth Centre, Lakelands Library and Community Centre, Byford Skate Park Stage 1, Lake Clifton Volunteer Fire Brigade Station, and commenced planning for the Murray Library and Community Centre (5.4.1.3)
- Implemented an Aboriginal and Torres Strait Islander Mental Health programs in the Shires of Murray and Waroona with a number of activities undertaken in 2017 under the guidance of local advisory groups (5.3.1.4)

During 2018-19 we will collaborate with regional communities to:

- Monitor Regional Grants Scheme, Community Chest Fund and Local Projects Local Jobs grants
- Continue to plan for community infrastructure improvements
- Engage with the aged care sector to facilitate industry growth and quality service provision (5.2.1.3)



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