

# Tourism Excellence

**Regional  
growth;**  
why collaborative effort  
is fundamental

**Thriving  
Industry;**  
partnerships across  
industries, projects  
and initiatives



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Cover: Mandurah Canals Christmas lights. Photo: Stewart Scott. Clip Media Motion



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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



Working with the Commission's Board and staff to ensure the Government's direction of creating more jobs, diversifying our economy and reflecting the needs of our region are realised can be challenging, but is always incredibly satisfying.

To see local businesses, local governments and aligned agencies working together with State and Federal Government to achieve our vision of Peel as a progressive, prosperous and dynamic region with a culture of care, is fantastic for the region and personally inspiring for me.

**The twin themes of tourism excellence and thriving industry for this issue of Peel Magazine have provided the framework to highlight some of the fantastic work and highly capable people that characterise our region.**

Peel's diverse physical features and unique natural environment underpin the region's innate active, outdoors and aquatic lifestyle, and our emerging industries make it a terrific place to live, work and visit.



*Paddi Creevey (PDC), Lester Chan (Fund Singapore), Andrew Hastie (Federal Member for Canning), Professor David Morrison (Murdoch University) and Dean Unsworth (Shire of Murray).*

The Transform Peel project is set to provide great opportunities for the region and I'm thrilled with the effort that's been made in collaboration with LandCorp to ensure that local businesses are given every opportunity to participate in and benefit from those opportunities. When we engage our local businesses in local projects and support their capability and success, we create momentum, growth and prosperity for the region.

In August I was delighted to lead a delegation to Canberra for a number of high level meetings with current government ministers and Shadow Ministers. Accompanying me was the CEO of Shire of Murray; a representative from Murdoch University and the CEO of one of our international investment partners, Fund Singapore. Important topics that were discussed and which we were advocated for on behalf of the region included the Peel Business Park and agri-innovation precinct, Pinjarra heavy haulage deviation, trails, aged care, tourism and international investment in WA. The discussions held were very worthwhile and I thank both

Federal member for Canning, Andrew Hastie, and Senator Louise Pratt's office for their assistance in arranging the meetings.

The Shire of Murray's work in embedding the 'where trails meet' brand with the development of the trails initiative and the transformation of the visitor information centre to an amazing trails hub is nothing short of brilliant. It's exciting to see the plans and strategy to tap the town's natural potential in what will definitely become a shining jewel in our region's crown.

Our emerging industries make Peel a terrific place to live, work and visit.

I was really delighted to attend the opening of the Boddington Interpretive Centre earlier this year and I'm very pleased to see Boddington as the region in focus in this edition of the magazine on page 30.

Boddington has such a rich and unique history that's reflected in their engaged community and the projects and initiatives they put their collaborative energy into.

**Paddi Creevey OAM**  
Chair, Peel Development Commission



# CEO's Management Report



For the Peel region's local economy to grow inline with its population growth, developing thriving industry is imperative.

The Commission's commitment to supporting, facilitating and advocating for thriving industry is evident with its inclusion as a Blueprint theme and brought to life by the stories in this edition of *Peel Magazine*.

Collaboration is a constant hallmark of industries, projects and initiatives that thrive and the continued co-operation of stakeholders in the Transform Peel project is testament to that. The Peel Business Park Transition Strategy relied on cooperation between the Commission and consulting firm GHD to identify the industry needs of the Peel Business Park and the support required for food service and supporting industries to relocate to the Park. This kind of collaboration is critical to ensuring the Peel Business Park is able to meet the industry needs of the future.

The appointment of the Peel Local Content Advisor, Tahlia Jones, has given us a tangible avenue to link local businesses to Government tender opportunities. The creation of the recent Peel based business register, resulting from collaboration between the Commission and LandCorp, means that local businesses will be given every opportunity to participate in the contracts generated from works on this project. Localised participation

benefits our local businesses and the economic development of our region.

Innovation is another hallmark of thriving industries and it's fantastic to see the evolution of organisations such as RED Appointments adapt and respond to the changing recruitment needs within the Peel. Developing a customised approach to finding a solution for the resourcing challenges local farmers face, contributes to the creation of jobs and the economic development of the region.


**Tourism excellence goes hand-in-hand with thriving industry and it's terrific to see so many quality tourism operators in the Peel capitalising on the vast natural attractions the region offers.**

The Commission has a strong focus on attracting investment in tourism infrastructure to stimulate economic growth and create more local jobs in the Peel tourism sector.

Investment in tourism infrastructure will enable this industry's continued growth and the region becoming more widely known as an esteemed, world-class visitor destination.

The Peel Tourism and Investment Forum that was held earlier in the year provided great insight to the constraints and opportunities we face and provided the next steps in developing a tourism capital investment framework.

The Commission's performance in facilitating and advocating the growth of the region is rated by our stakeholders via a client survey. I'm pleased to say that this year's responses reflect the consistently professional and committed approach our staff and Board members bring to the work of the Commission. I'd like to acknowledge and thank them for their invaluable contribution to the Commission and to the region.

This Spring/Summer edition of the magazine highlights just a few of the great people, organisations, initiatives and projects within the region and I hope you enjoy reading it as much as I have. 

**Andrew Ward**  
Chief Executive Officer  
Peel Development Commission



**Collaboration**  
is critical in meeting  
industry needs of  
the future.

# Client survey results

The Peel Development Commissions' vision is of the Peel region as a progressive, prosperous and dynamic region with a culture of care and our mission is one of support, advocacy and facilitation of our stakeholders to achieve that.

In order to assess how the Commission's stakeholders rate our performance against these objectives, a client survey was carried out in June 2018. An independent market research consultant (Perth Market Research) conducted an online survey of clients and stakeholders. Email and telephone follow ups were used to ensure that there were sufficient responses for statistical reliability. 235 surveys were completed representing a variety of sectors; a response rate of 52.2%.

Participants were asked to score their level of agreement/disagreement with a number of statements about the Commission. An agreement score was calculated based on the percentage of respondents who indicated that they either agreed or strongly agreed with a range of statements covering the Commission's goals.

The client survey gave a number of statements that followed our strategic goals and respondents were asked to indicate their level of agreement with each.

**Table 1 The client survey asked whether respondents agreed with the following statements**

Survey statement	2016-17 satisfaction	2017-18 satisfaction	Survey statement	2016-17 satisfaction	2017-18 satisfaction
Peel Development Commission facilitates regional initiatives to develop new businesses.	75.7%	82.2%	Peel Development Commission actively supports the growth of businesses to increase job opportunities.	68.5%	77.4%
Peel Development Commission makes a positive contribution to the Peel's economic base.	85%	82.1%	Peel Development Commission supports training and education initiatives that will improve employment prospects for Peel residents.	69.5%	68.1%
Peel Development Commission engages with industry and stakeholders to drive economic growth in the region.	74.5%	82.5%	Peel Development Commission encourages the responsible management of the natural environment.	69.2%	74.9%
Peel Development Commission facilitates agricultural innovation through the Transform Peel program.	75.1%	71.5%	Peel Development Commission promotes the region effectively.	81.8%	87.6%
Peel Development Commission encourages the provision of identified tourism infrastructure needs.	69.2%	68.5%	Peel Development Commission staff provide professional, timely and helpful advice.	83.8%	87.3%

Source: Perth Market Research Client Survey July 2018

### Commission's communication channels

Respondents were asked whether they thought the Peel Development Commission provided useful and timely information about the Peel in a variety of ways and respondents were asked to specifically comment on the website, monthly e-bulletin and the *Peel Magazine*.

Table 2 summarises the satisfaction with the Commission's communication channels.

**Table 2 Satisfaction with the Commission's communication channels**

Survey statement	2016-17 satisfaction	2017-18 satisfaction
Peel Development Commission's website provides useful and relevant information for my needs.	62.3%	69%
Peel Development Commission's e-bulletin provides useful and relevant information for my needs.	77%	79.6%
<i>Peel Magazine</i> provides useful and relevant information for my needs.	73.5%	76.6%
Peel Development Commission provides useful and timely information about the Peel in a variety of ways.	90%	84.7%

Source: Perth Market Research Client Survey July 2018

#### Peel Development Commission's website [www.peel.wa.gov.au](http://www.peel.wa.gov.au)



#### Peel Development Commission's e-bulletin



#### Peel Development Commission's *Peel Magazine*



# Blueprint update

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

**IMAGES** | Mandurah and Peel Tourism Organisation

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 pursued in alignment with Blueprint objectives and to identify areas of potential regional collaboration. In partnership with RDA Peel, Commission staff performed 18 individual organisation consultations and hosted a combined stakeholder workshop on 20 June 2018.



**The environment** underpins & balances the economic & social development of the region.



**Blueprint** revision places the environment as the pivotal centre, underpinning the five focus areas.







**Figure 1. 2018 Blueprint themes and strategic goals**

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

The development of a transport plan will enable a better understanding of the flows of freight and passengers through our region now and into the future, which has a critical impact on efficient economic contribution and development.

Establishment of a regional growers group was also prioritised to engage existing agriculture and food providers in the development of the industry. Planning for agriculture and food sector growth requires direct input from industry growers, producers and land holders because they are the ones who are making the investment and taking action to grow our regional economy.

**Development of a regional capability statement will focus on creating and promoting a positive narrative of the region's capability to create, as well as engage, with economic and social development initiatives.**

A continued focus on the development of cross-regional trails through a review and regeneration of the Peel Trails Strategy is required to continue to grow Peel's tourism market. The established trails working group has conducted a trails audit which will be utilised to establish collaborative priorities for implementation through the Strategy.

The monitoring and review process also enabled the identification 205 initiatives, that are either planned or underway in the region, against 73 Blueprint strategies. Of these, 103 are underway and 18 are complete, which shows that there's so much activity around the region that is well-aligned to these objectives. That speaks volumes about the relevancy of the document and that collaborative contribution is evident at many levels.

A consistent message by stakeholders during the review was that the environment underpins economic and social development of the region and is a key foundation of numerous Blueprint initiatives. The Blueprint graphic has been updated as a result of this feedback and now places the environment at the pivotal centre, critical to each of the five focus areas. This highlights the importance of balancing social and economic development with conservation when striving for our vision for the region.

The review enabled us to produce scorecards for each of the Blueprint themes providing an overview of achievements and the short term plans of regional stakeholders identified during the review process.

A summary of the scorecard achievements are presented on the following pages, but you can access the full scorecards from the Peel Development Commission website.



**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)**

# Blueprint Scorecard Summary of Achievements



## **1.0 THRIVING INDUSTRY**

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.



Activated the Transform Peel program phase 1



## **2.0 AGRICULTURE & FOOD INNOVATION**

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

Developed a concept plan for the Peel Agri-Innovation Precinct within the Peel Business Park



## **3.0 TOURISM EXCELLENCE**

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



Funding received for Dwellingup visitor centre expansion and upgrade as phase one of trails development planning.



## **4.0 CAPABLE PEOPLE**

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.

Hosted an Educators Forum to discuss future workforce requirements and explore how these can be developed within our local schools



## **5.0 STRONG & RESILIENT COMMUNITIES**

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



Gained funding for the development of the Peel Youth Medical Services (PYMS) Health Hub

Contributed to the development of an integrated network of towns through consultations, activation and funding



Released the Peel Equine strategy



Developed the Peel Harvey Estuary Ecological Health Projects to facilitate the continued health of the Peel-Harvey estuary



Commenced the Australian Research Council Linkage Project in partnership with UWA

Facilitated a tourism infrastructure investment workshop to establish barriers and opportunities for investment which will inform the development of a Tourism Infrastructure Investment Framework

A range of tourism businesses have been established throughout the region including King Road Brewery, Boddington Gold Mine Tours, Westside Tours, Mandjoogordap Dreaming, Wild Seafood Adventure Tours



Held the inaugural Peel Bright Minds ESTEAM Awards to recognise the achievements of ESTEAM champions in our region



Secured Federal Government support for the establishment of the Mandurah Murray Employment Facilitator

Delivered \$3.8m of Regional Grants Scheme, \$1m Community Chest Fund and \$2m Local Project Local Jobs grants across the region

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 →



PEEL Development Commission



**TOURISM  
EXCELLENCE**

# DEVELOPING Tourism Excellence

WORDS | Andrea Kelly, Peel Development Commission

IMAGES | Mandurah and Peel Tourism Organisation

## Peel's potential

for tourism is significant, but long-term collaboration is required.

## OUR OBJECTIVES

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

Tourism plays such a vital role in the region's economic development, the creation of jobs, training and skills cultivation, and reinforcing the diversity and vibrancy of the Peel.

Aligned with Federal and State Government strategies, the Commission's Blueprint objectives focus positively on growth aspirations, economic contribution and the need for industry and government alignment.

2020 Tourism Industry Potential (2020 Tourism) is Australia's national tourism strategy that integrates the National Long-Term Tourism Strategy with growth aspirations of the 2020 Tourism targets for tourism.

2020 Tourism calls on the tourism industry to be more competitive and productive in order for tourism to continue to play a significant and sustainable role in the economy. This requires long-term collaboration between industry and government to increase investment in infrastructure and skills, gain a greater understanding of the characteristics of the tourism consumer, develop products that suit consumer wants, as well as develop a competitive mind set.

The Peel Development Commission, in collaboration with MAPTO, jointly hosted a Tourism Investment Forum earlier in the year. This was a great opportunity for Government and industry representatives to come together to identify our unique opportunities and the actions required to realise Peel's potential in this industry.

The attendees' appreciation for the region's tourism potential as well as understanding the critical piece tourism plays in the region's overall development and ability to thrive was clearly evident. With enthusiasm and a high level of engagement, they collaborated in groups to identify

ways we can work together to unlock the tourism potential of the region in building a Tourism Capital Investment Framework.

We need more jobs in Peel, especially to support our youth employment, and we need economic growth and diversification – tourism growth is key to addressing these issues. As Paddi Creevey, Peel Development Commission Chair put it, "It's time to take our foot off the hose and create jobs through tourism". And that means finding ways to work together for the greater benefit of the whole region and all of its communities.

A follow-up forum was recently hosted for participants to review and finalise the draft framework, prioritise actions and seek regional leadership and commitment from stakeholders for the implementation of the Framework going forward.

### **The Peel offers such a diverse range of experiences attracting visitors with unique landscapes, nature-based tourism offerings and an integrated network of regional towns and communities.**


The region's biodiversity, with a range of flora and fauna that is found nowhere else in the world, is a great strength and major drawcard. The Yalgorup Lakes National Park in Lake Clifton is home to thrombolites, a living relic from the earliest days of life on Earth. The Peel Inlet and Harvey Estuary is a Ramsar listed wetland of international significance. The Serpentine National Park in the north east of the Peel is well known for the Serpentine Falls which cascade over a sheer granite rock face.

Mandurah's waterways and ocean play host to an array of marine life including dolphins, blue manna crabs, fish and bird life. The region also has

an excellent network of trails from which to experience the biodiversity and natural landscape, including the Munda Biddi off-road cycle trail and the Bibbulman Track walk trails culminating in Dwellingup with exciting plans for the Visitor Centre – "Where trails meet".

Peel is also the premier equine region with great potential to significantly impact the region both socially and economically. The Peel Equine Strategy identifies investment opportunities and strategic initiatives to deliver a sustainable future for this industry in the region. The Peel Development Commission continues to work with Local Government and MAPTO to identify and promote equestrian tourism opportunities and events.

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

This theme identifies two key areas of focus for the region that together will provide the diversification that is required to grow the Peel tourism related economy and create new jobs. Against each focus area we identify potential investment outcomes we are seeking, the strategies we are planning to implement to deliver the outcomes and the aspirational targets against which we will measure our success. We also showcase proposed projects that will assist with the transformation of the Peel into a progressive, prosperous and dynamic region with a culture of care. 

#### **MORE INFORMATION**

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

# Touring the Peel region

## THROUGH A NETWORK OF TRAILS

**WORDS & IMAGES** | Mandurah and Peel Tourism Organisation

The Peel region is renowned for its diverse landscapes and magnificent waterways, and offers many tourism experiences that complement the region's superb natural assets.

Whether you're visiting for the day, staying longer, or live in the region, there are some fantastic ways to get amongst the best of what the Peel has to offer.

Tourism is a growing industry in the Peel presenting opportunities through infrastructure investment, product diversification and the creation of adventures that attract visitors and entice them to stay longer.

**Local tourism operators make a significant contribution to the development of the region through the creation of jobs and attraction of visitors from outside the region.**

It's also important that our local tourism operators are supported by our local community with their patronage and word-of-mouth promotion.

Here are some of the new tourism experiences that present fantastic aspects of the best of the region.

### **MORE INFORMATION**

**Visit: [www.visitpeel.com.au](http://www.visitpeel.com.au)**

**Tourism experiences**  
that complement the region's superb natural assets.



### WILD SEAFOOD EXPERIENCE >>>

Western Australian rock lobster in the freshest possible way. Mandurah Cruises' three-hour Wild Seafood Experience aboard a refurbished crayfish boat sees guests helping to haul in crayfish pots, then enjoying the rewards of their labour with a delicious BBQ lunch with local wines – all served on board in the calm estuary waters.

**Visit: [www.mandurahcruises.com.au](http://www.mandurahcruises.com.au)**



### NAUTI PICNICS >>>

Just launched on the Murray river for winter 2018. Visitors can hire a 'G6' – self-drive, electrical picnic boat from Sandy Cove. The boat is equipped with a table in the middle and ample space for eight people. No skipper's ticket needed. Just bring your friends, BYO food and drinks, and explore the river and estuary in Pinjarra.

**Visit: [www.nautipicnics.com.au](http://www.nautipicnics.com.au)**



### ORCHARD, AUSSIE FARM & MANDURAH DAY TOUR >>>

Experience both the Peel region and authentic Australian farming including Raeburn Orchard, with a chance to purchase fresh produce including honey, fruit, jams and more from their shop, and then Ferndale Springs for freshly cooked damper and BBQ kangaroo meat tasting. On this Australian farm experience, visitors learn about farming life, learn how to feed cows on a tractor trailer ride, draft sheep, spend some time at the small petting zoo and enjoy a good Aussie BBQ lunch. The tour then continues on to Mandurah for the option of a Dolphin & Scenic Canal Cruise.

**Visit:** [www.westsidetours.com.au](http://www.westsidetours.com.au)



### DREAMTIME CRUISES >>>

Hosted by renowned Aboriginal elder, George Walley from Mandjoogoodap Dreaming, this unique Aboriginal history and culture tour takes you on a dreamtime river cruise through Mandurah waters, sharing a fascinating insight into the region's rich heritage. George's background in education and storytelling means he is well-versed in sharing his wonderful cultural knowledge and firsthand experiences. The tour even includes a bush-food influenced morning tea with traditional damper, lemon myrtle cake and traditional bush dips.

**Visit:** [www.mandurahcruises.com.au](http://www.mandurahcruises.com.au)



### GRAPEST 5K RUN >>>

The Peel will play host to a unique and fun event called Grapest 5k Run at Drakesbrook Fine Wines in Waroona on 17 November. The Grapest 5k Run is described as 'Australia's best fun run with wine' and will see participants complete a five-kilometre running course across a variety of terrain including grapevine rows and hills, while taking in the magnificent scenery of Drakesbrook.

As a reward at the end, there's a meandering wine tasting walk section, called the waddle, with different varieties of wine to try at each station. When the sun goes down the fun continues with live music.

**Visit:** [www.grapest5krun.com.au](http://www.grapest5krun.com.au) or [www.drakesbrook.com.au](http://www.drakesbrook.com.au)



### GO WEST GOLD MINE EXPERIENCE >>>


Imagine following the production of gold all the way from the mine, right through to the mint. Starting on the rim of the giant South Pit at Newmont's Boddington Gold Mine, where the ore is extracted, and ending at the Perth Mint, where molten gold is poured into gleaming bars, that's exactly what you'll do on this unique and fascinating tour. A fantastic day out for young and old incorporating Australia's largest operating gold mine and history-steeped Perth Mint.

**Visit:** [www.gowesttours.com.au/go-west-gold-mine-experience](http://www.gowesttours.com.au/go-west-gold-mine-experience)

# Peel seafood, beer and wine trails

SET TO OFFER A UNIQUELY REGIONAL EXPERIENCE

WORDS & IMAGES | Mandurah and Peel  
Tourism Organisation



**Self-guided trails**  
showcase the scenery  
and landmarks of  
the Peel.

*Millbrook Winery,  
Serpentine-Jarrahdale.*



The Peel region is a unique and beautiful part of the world with diverse landscapes and stunning environmental features that span both land and sea.

This, along with its proximity to Perth and the south west, as well as its emerging craft beer industry, world-class seafood and local wineries make it the perfect location for food and beverage tourism trails.

**With so many food and beverage purveyors in the region, visitors and even locals, can sometimes feel overwhelmed with options.**

Self-guided trails offer people the experience of leisurely making their way from place to place to see, taste and sample both the produce of the providers along the way, as well as the scenery and landmarks of the region.

Mandurah and Peel Tourism Organisation (MAPTO) CEO, Karen Priest, said the focus was on providing an authentically local experience. "In developing this trail, the idea was to

work with local businesses to narrow down the offerings and make them more accessible by creating a trail showcasing the region's best locally produced beverages."

The Peel Craft Beer and Wine Trail will appeal to both beer and wine lovers alike. Featuring seven of the region's best beer and wine offerings, this trail offers participants a truly local experience while showing off the diversity of the Peel.

Purveyors included on the trail are Three Rivers Brewing, Peel Estate Wines, White Lakes Brewing, King Road Brewing Co, Millbrook Winery, Drakesbrook Fine Wines, and the Skipworth Wine Company.

The development of the trail was the result of a workshop hosted by Tourism WA and MAPTO and incorporates an easy to read map that includes transport options, food and beverage options along the way as well as general information about the region. Copies are available at Peel region visitor centres and the participating wineries and breweries.

**New trail development**

In a similar direction, the WA Fishing Industry Council has confirmed it is looking at the tourism trail concept to develop the state's world-class seafood as a tourism drawcard.

MAPTO CEO, Karen Priest, said they were keen to be involved in the planning of a WA seafood and wine tourism trail earmarked to start in Mandurah and run right through to Albany. "It's fantastic to see Mandurah named as the likely starting point for a WA seafood and wine trail," Ms Priest said. "It makes perfect sense given our abundance of fresh, local seafood as well as a variety of restaurants and tourism experiences for people to enjoy."

From the great Mandurah tradition of fish and chips on the foreshore, to award-winning seafood restaurants, the waterfront and waterview dining options are abundant.

Blue Manna crabs epitomise our local seafood specialty and are spotlighted beautifully with events like Mandurah Crab Fest and tourism experiences like the Crabbing and Eco Tour and the new Wild Seafood Experience from Mandurah Cruises.

Flanked by Peel's superb, award-winning wineries, the region is well-placed to become a renowned and flourishing culinary tourism destination.

**MORE INFORMATION**

Head to [www.visitpeel.com.au](http://www.visitpeel.com.au) for further information



Mandurah Crab Fest.

© City of Mandurah

# Sharing the culture of our region

## THROUGH OUR WATERWAYS

**WORDS** | Natalie Goddard, Mandurah Cruises

**IMAGES** | Mandurah Cruises

The first Dreamtime Cruise took place in July 2017 and was created for NAIDOC week with the intention of offering an authentic event celebrating and sharing the rich aboriginal history and culture in the region, but in true Mandurah style, cruising our amazing waterways.



*George Walley and Mandurah Cruises staff host the special Mandjoogordap Dreaming tours.*

Well known elder, George Walley, recently commenced Mandjoogordap Dreaming and was approached to gauge interest in collaborating on such a tour. Our team sat down with George and a map of our waterways to draft a potential cruise route. George graciously detailed significant sites along the

route and shared the stories and the aboriginal people's connection to these amazing waterways, which Mandurah is so well-known for.

**Creating an authentic Aboriginal experience and providing people with a real taste for the culture rather than just standard commentary was very important to us.**

So, Mandjoogordap Dreaming offered to incorporate a morning tea, catered by George's wife Lee-Anne, as part of the cruise consisting of traditional damper, lemon myrtle cake, choc river mint cake and traditional bush dips with vegetables and crackers. Further adding to the interactive tour experience, George plays his didgeridoo and some of his own music on-board, while



teaching local Noongar language and connecting with everyone on board.


An amazing story teller, George has many interesting stories to tell and coupled with his casual, warm nature, his presence truly creates a unique and meaningful tour experience.

Mandurah Cruises has welcomed a great diversity of guests on this cruise, from children to the older generations, locals seeking to better understand the culture and see Mandurah from a different perspective, to international guests wanting to learn about our country's first people. Appealing to all ages and all walks of life and backgrounds, is part of what makes this cruise so special.

**The Dreamtime Cruise is initially scheduled to run once a month and continues to grow in popularity.**

As well as general public departures, local schools, teachers, international tour groups, community groups, conference groups and other business wanting to better understand our aboriginal culture, we have also booked private cruises with Tourism Western Australia featuring Dreamtime Cruise as one of the main events in WA during NAIDOC week earlier this year.

Over the past 12 months we have promoted this unique and authentic experience locally, nationally and internationally including it being featured at the Australian Tourism Exchange (ATE) where agencies look for unique Australian products to offer to people visiting Australia.

We are very proud that if you ask any of our crew what their favourite cruise is, they will say the Dreamtime Cruise. Our team have such respect for George and all argue over who gets to crew on his tours as they love working with him and learning something new about our region. We provide live commentary on all of our cruises and our tour guides are now sharing the language, stories and additional cultural information and history on our Dolphin Cruises, Seafood Experiences and other cruises offerings. 

#### MORE INFORMATION

For more information visit:  
[www.mandurahcruises.com.au](http://www.mandurahcruises.com.au)



## Boddington Interpretive Centre Launch

WORDS & IMAGE | Andrea Kelly, Peel Development Commission

The Peel tourism industry is a core component of the *Peel Regional Development Blueprint* representing growth in our region by unlocking new markets and our ability to attract new visitors to our vast natural and built attractions; enticing them to visit more frequently and to stay longer.

The Boddington Interpretive Centre will play a critical role in educating visitors not only about the attractions and services that Boddington has to offer, but also the stories, history and artefacts that make Boddington a unique place to visit.

Educating visitors about the people, events, environment and industries that have shaped the community and its history is not only good for tourism, but also contributes to building strong and resilient communities by creating a sense of place and avenues for contribution for the existing community.


Located in a Boddington Old School building to the rear of the Boddington Old School site, the multi-purpose building also houses a new café, the new Boddington Public Library and Visitor Centre overlooking the Hotham River, forming part of the wider Hotham River Foreshore Plan.

The café is owned by the Shire of Boddington and has been leased to a local business called the Rusty Camp Oven. In addition to normal trading hours, the Rusty Camp Oven is trialling an entrepreneurial model encouraging other start-up hospitality businesses to operate on a number of evenings.

The co-location of the interpretive, visitor, library and café services will provide an excellent opportunity for increased employment and business opportunities and is in itself, a great contribution to the strength and resilience of this community.

The Boddington Interpretive Centre will continue to develop and build on its stories following the core themes of Agriculture, Industry, Environment & Community, tying together elements of place, character, pride in history and enthusiasm for the future.

**Communities of today and the future, need innovative spaces that are able to meet a range of requirements and this is an excellent example of one of those spaces.**

The Peel Development Commission contributed \$100,000 towards this project as part of the Government's Regional Grants scheme. 

#### MORE INFORMATION

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



# The power of geotourism



Dr Ross Dowling



**WORDS** | Dr Ross Dowling, Edith Cowan University  
**IMAGES** | Mandurah and Peel Tourism Organisation

In recent years there has been considerable interest in geotourism and geoparks. This is because both are drivers of successful, sustainable, regional development.

Geotourism is a form of natural area tourism that specifically focuses on geology and landscape.

It promotes tourism to geosites and the conservation of geo-diversity and an understanding of earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centres.

This means geotourism is taking place in natural environments like natural landscapes, wilderness and protected areas, but also locations in human modified environments like

mine pits, road sections and urban settings, the Kalbarri Coastal Ecotrail is one such example.

Geotourism argues that to fully understand and appreciate the environment we must know about the **A**biotic (non-living) elements of geology and climate first, as these determine the **B**iotic (living) elements of animals and plants. By extension, the combination of these components determine the **C**ultural landscape of how people have lived in the area in the past, as well as how they live there today. These are the key '**ABC**' elements of geotourism, which is a new holistic approach to interpreting natural areas.

Geoparks are a program of the United Nations Education, Scientific and Cultural Organization (UNESCO), starting as a concept in 2004 and becoming a full UNESCO Program in 2015. Today there are hundreds of aspiring and national geoparks around the world, as well as 140 UNESCO Global Geoparks in 38 countries. As yet, there are no geoparks in Australia, however Western Australia's diverse natural environment means the potential to develop geotourism as a vehicle for generating regional economic and social-cultural development is high, and there is already demonstrated interest from regional communities.

Shires within the Murchison Region have been working for several years to create a GeoRegion and the Shire of Mt Magnet has taken the lead through its marketing brochure *Mount Magnet – GeoHub of the Murchison*. A number of workshops on Geotourism and Geoparks have been held in the region over the past few years, and steps are now being taken to ensure that the region's attractions are marketed holistically through their 'ABC' elements so that a more complete story is shared about each of its tourism destination sites. In this way, the region can appeal to a greater number of tourist markets, each of which will leave the visitor with an increased appreciation of the region through the linking of the 'ABC' elements at all attraction sites.


The Western Australian tourism organisation, the Forum Advocating Cultural and Eco Tourism [FACET], pioneered geotourism when it hosted the Inaugural *Global Geotourism Conference* in 2008. This conference spawned others around the world and in May of this year, FACET hosted the *Second International Workshop on Geotourism & Geoparks* attracting 75 participants, illustrating the growing interest and momentum the concept of geotourism is gaining.

Geotourism is the economic driver of geoparks as it embraces all aspects of a region's tourism destination sites and products. If geotourism is viewed as the 'engine' of regional development then geoparks are the 'vehicles'. A geopark is an area of outstanding geology which fosters conservation, community growth and economic development. Their bottom-up approach for combining conservation with sustainable development while involving local communities is becoming increasingly popular around the world.

Geoparks encourage regional investment, create new businesses and jobs, and generate financial benefits to regional communities. In other parts of the world, geoparks now promote geotourism, geotours, geo-hotels, geo-restaurants and geo-cuisine etc. They have helped revitalise languages, arts and crafts, an interest in conservation and community goodwill. In the UK each

UNESCO geopark adds approximately \$4.82 million to the economy per annum whereas in Ireland the geoheritage and geotourism sector generates over \$586 million per annum.

### **Geotourism and geoparks have enormous potential as vehicles to deliver sustainable benefits to regional Western Australia.**

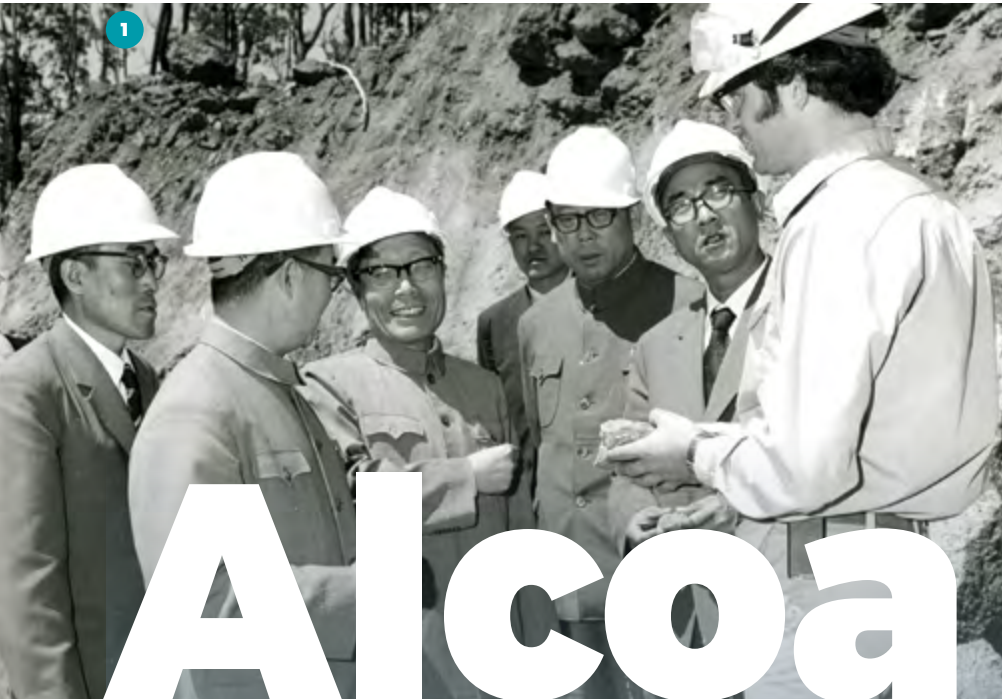
Community interest in developing geo-regions and geotrails as the forerunner to geoparks will foster increased visitation to the regions and as such, will initiate product development, job generation and wealth creation over time. Peel's natural environment, geological features and unique ecosystems make the emergence and growing popularity of geotourism an interesting consideration as a viable vehicle for expanding the region's tourism market. Telling the story of the region through geotourism will allow visitors to more fully understand and appreciate its history and development in a way that sustains the region economically, conservationally and culturally. 

#### **MORE INFORMATION**

**Dr Ross Dowling OAM is Foundation Professor of Tourism at Edith Cowan University.**



*Mandjoogoordap Thrombolites  
Dreaming tour.*



- 1. One of the many international delegations that have toured Alcoa's mining operations over the 40 years.
- 2. Students from Camborne School of Mines in the United Kingdom visited Huntly Bauxite Mine earlier this year. The school is an annual visitor.
- 3. Alcoa's Gail Black on tour with Pinjarra Senior High School students.

# Alcoa CELEBRATES 40 YEARS ON TOUR

More than 630,000 visitors have toured Alcoa's operations in Western Australia over the last 40 years – nearly five times the number of people that live across the Peel region.

Since 1978, Alcoa has offered tours of its bauxite mining and rehabilitation along the Darling Scarp, stretching between Jarrahdale in the north to Waroona in the south, and its three alumina refineries near Kwinana, Pinjarra and Waroona.

Visitors ranging from world leaders and high-profile international organisations through to students and curious members of the public have been given a first-hand insight into Alcoa's mining and refining processes along with its commitment to environmental excellence.

**Alcoa of Australia Chairman and Managing Director Michael Parker said the company was immensely proud to be celebrating 40 years of tours in 2018.**

"This milestone demonstrates Alcoa's ongoing transparent approach to how we conduct our business in WA and more broadly," Mr Parker said.

"We are proud of our operations and to open our doors so people can see, hear and learn about what we have achieved, how we work and our plans for the future. Our commitment to tours is integral to Alcoa continuing to be a welcomed and valued member of the WA community."

Alcoa offers tours to primary, secondary and tertiary students with resources and activities linked to their curriculum.



**More than 630,000** visitors have toured Alcoa's operations.



Universities from across the world – including from the United Kingdom, United States, Thailand and Singapore – regularly bring their students to WA to take part in Alcoa’s tours.

**Free public tours are offered weekly. They currently take in the Pinjarra Alumina Refinery and Huntly Bauxite Mine or the Wagerup Alumina Refinery and Willowdale Bauxite Mine further to the south.**

Tailored tours are also offered to visiting interest groups and VIPs. In recent years they have included Mr Mahamadou Issoufou, President of Niger, who visited with a large entourage last year and high-powered international representatives from the Asia-Pacific Economic Cooperation forum (APEC) who visited in 2007.

Tours are just one part of Alcoa’s proud history in Western Australia, where it employs more than 3750 people and contributes hundreds of millions of dollars each year to the State’s economy.

**MORE INFORMATION**

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

**WANT TO GO ON A FREE TOUR?**  
 Find out more or book a spot on the next bus by contacting the Alcoa Discovery Centre.  
 P: 9530 2400  
 E: [tourcentre@alcoa.com](mailto:tourcentre@alcoa.com)



Katie (front, second from left) and her fellow graduates tour Huntly Mine as part of their orientation.

## Tour cements Alcoa as employer of choice for Katie

Katie Marshall wasn’t quite sure where her engineering degree would lead her until she toured the Alcoa Pinjarra Alumina Refinery in her third year at university.

The recipient of Alcoa’s Bev Corless Scholarship for Engineering was part of a group of Curtin University students who took part in the tour to see how their text books on the Bayer Process – the process used to refine bauxite into alumina – related to real life industry.

**Katie remembers being impressed by the scale of the operations.**

“I had never been on an industrial site before the tour,” Katie said.

“I was blown away by how big everything was. To put the books and study into context was invaluable for me. Getting to see it all happening

in real life really fuelled my desire to work in refining.”

What followed for Katie was a stint doing university vacation work with Alcoa and then the opportunity to work alongside an Alcoa specialist for her final year research project, for which she was awarded Curtin University’s Most Innovative Engineering Research Project for final year students.

Katie’s journey culminated in her becoming an Alcoa employee earlier this year when she landed a Graduate Chemical Engineering role at the Wagerup Alumina Refinery.



# Noongar to Zoo

## PROGRAM UPDATE

### WORDS & IMAGES | Peel Zoo

The Peel Zoo Foundation received funding from the Peel Development Commission to produce resource material to support the teaching of Noongar language and culture in a fun, factual, and interactive way.

The product was *Noongar to Zoo*, a 32-page booklet, accompanied by a free app and USB audio files. The booklet includes a fact sheet on 14 native species as well as pictures, learning activities and Noongar language content.

The Noongar content in this material is based on the knowledge of one Noongar Elder, 'Uncle' Charlie Kickett, and his recollections about the relationship between the Noongar people and Western Australia's native animals.

This *Noongar to Zoo* program represents the collaboration of 'Uncle' Charlie, his niece, Rita Ward Lusted, and the management and staff of Peel Zoo and the Peel Zoo Foundation.

A major outcome of the project is the capturing of certain aspects of the Noongar language and culture for prosperity. This is vitally important because the Noongar language is classified as an endangered language<sup>1</sup>. According to the United Nations Educational, Scientific and Cultural Organisation (UNESCO) the extinction of a language "results in the irrecoverable loss of unique cultural knowledge embodied in it for centuries, including historical, spiritual and ecological knowledge that may be essential for the survival of not only its speakers, but also countless others<sup>2</sup>."

As UNESCO states, "the most important thing that can be done to keep a language from disappearing is to create favourable conditions for its speakers to speak the language and teach it to their children"<sup>3</sup>. What could be more favourable than incorporating Noongar language and culture into the 'hands on experience' with native Australian animals provided at Peel Zoo?

<sup>1</sup> Australia, Australian Institute of Aboriginal and Torres Strait Islander Studies, *National Indigenous Languages Survey Report 2005* (Canberra, DCITA, 2005).

<sup>2</sup> "Endangered Languages" *United Nations Educational, Scientific and Cultural Organization* [www.unesco.org/new/en/culture/themes/endangered-languages/faq-on-endangered-languages](http://www.unesco.org/new/en/culture/themes/endangered-languages/faq-on-endangered-languages) (16 February 2015)

<sup>3</sup> "Endangered Languages" *United Nations Educational, Scientific and Cultural Organisation* [www.unesco.org/new/en/culture/themes/endangered-languages/faq-on-endangered-languages](http://www.unesco.org/new/en/culture/themes/endangered-languages/faq-on-endangered-languages) (16 February 2015)

The *Noongar to Zoo* program is designed to be used on school excursions to Peel Zoo, in classrooms with a Zoo2U incursion, and as support material for general Noongar language and culture educational programs. While created to aid school teachers in the delivery of specialised classes, *Noongar to Zoo* material is suitable for anyone wanting to learn more about the relationships between Noongar people and native animals. The material is fun, fascinating, and interactive.

This material is now accessible to all educators who book an incursion, excursion, or camp for two classes at any time during 2018.

Every child attending the incursion, excursion, or camp receives a *Noongar to Zoo* booklet. In addition, one teacher per class receives a USB thumb drive containing Noongar language audio files of all the animals featured in the booklet. What's more, teachers receive three bonus stories, as told by Noongar Elder, 'Uncle' Charlie Kickett. Hundreds of students have already received this content from schools stretching from Bunbury to Perth.

### MORE INFORMATION

For further information visit:  
[www.peelzoo.com.au](http://www.peelzoo.com.au)

**Peel Zoo gratefully acknowledges the Government of Western Australia, the Peel Development Commission, and the Peel Zoo Foundation for their support in the development of this project.**





WORDS | Lauren Williams, Shire of Murray

Dwellingup, the Shire of Murray's trails town, is the focus of strategic tourism product development, set to harness the adventure town's untapped potential and transform the locality into a tourist town of national and future international significance.

A \$4.5 million investment is redeveloping the Dwellingup History and Visitor Information Centre into a Trails Centre, a meeting place for all trail users offering upgraded toilet facilities with hot showers, gift and bike shop, café, laundry, lockers, an operator and tours hub and RV vehicle dump point.



The Trails Centre Concept Building Plans have been finalised and the architectural plans are being developed to allow the Shire to tender for the building construction in October. The Trails Centre component enhances other project modules including a skate park and pump track, an adventure playground, entertainment stage and additional barbeque and picnic facilities.

Project efforts will also better incorporate Dwellingup's rail trails into the town's trail offering, through the Hotham Valley Tourist Railway Rail Relocation project.

Hotham Valley Tourist Railway have relocated an 80ft turntable from a Pinjarra depot, to a prominent location in the project precinct, establishing a unique advantage for the town allowing users to view the trains, as they pass by and turn on the turntable.

The Shire of Murray also propose a realignment of the Munda Biddi Trail and Bibbulmun Track to meet at the Trails Centre.

Plans for the skate park have been finalised, with the tender process for the construction of the skate park complete and works set to commence in January.

Pump track plans are being finalised to enable the tender process in October, for the commencement of works in January/February and the Precinct Masterplan is being developed to final design.

The Shire anticipates that works on the Hotham Valley Tourist Railway Rail Relocation component will conclude in early 2019, with overall project completion anticipated for the second half of next year.

In conjunction with the project, the Shire of Murray has collaborated with the Shire of Collie and the Department of Biodiversity, Conservation and Attractions to submit a Regional Growth Fund grant application to support the Dwellingup-Collie Tourism and Trails Initiative. If successful, a \$9.2 million investment will develop trails infrastructure in Dwellingup. It's anticipated this initiative will create 80 full-time jobs, and bring over \$9 million of new economic activity to the town and \$15 million to the Peel region.

The Dwellingup National Trails Centre project is proudly supported by the Australian Government's Building Better Regions Fund, the State Government through the Department of Local Government, Sport and Cultural Industries – Sport and Recreation, Lotterywest, TourismWA, Alcoa, Shire of Murray, Hotham Valley Tourist Railway and Dwellingup Community Association. 

#### MORE INFORMATION

For further information visit:  
[murray.wa.gov.au](http://murray.wa.gov.au) or phone (08) 9531 7777.

PEEL Development Commission



**THRIVING  
INDUSTRY**

# Developing a **Thriving Industry**

**WORDS** | Peel Regional Investment  
Blueprint

**IMAGES** | Mandurah and Peel Tourism  
Organisation

Regional development in Western Australia has historically been the result of regional ability to take advantage of natural resources in facilitating trade with external markets – ultimately leading to local economic and population growth.



A significant area  
of opportunity is  
**intensive food  
production.**



The Peel is no different, having historically been reliant on traditional primary industries that trade on its natural resource assets.

However, industries that are reliant on the region's natural resources have failed to keep pace with the extensive urban development that has occurred as the Perth metropolitan region has expanded southwards. The result has been the development of dormitory suburbs where 47% of workers are forced to leave the region to attain employment. Our *Peel Regional Investment Blueprint* (Blueprint) strategies and identified potential investment opportunities are aimed directly at rebalancing this disparity.

**With the population of the Peel expected to grow to 444,000 by 2050, there will be a requirement for 78,352 new jobs to maintain an employment self-sufficiency target of 78.5%.**

Sources of future job creation are projected to occur through population driven employment in industries such as healthcare and social assistance, education, training and retail trade.

Strategic employment growth is expected to occur in export industries such as mining, food and producer services industries such as research, universities and professional services.

If the Peel is to remain economically competitive and maintain employment self-sufficiency targets, it needs to diversify its economy.

Our Blueprint confirms that this can occur through a focus on:

- protecting our existing capital base and associated businesses and industries;
- expanding industry sectors that are of strategic importance to the State; and
- building new industry sectors.

### Protecting our existing capital base

The Peel's current capital base has enabled a substantial economy with a diverse range of businesses and industry. They are the foundation of the region's economy and play a

critical role in creating employment. This capital base includes:

- mining;
- health care and aged care services;
- metals and manufacturing;
- building and construction;
- retail, accommodation, food services and tourism; and
- agriculture, forestry and fishing industry sectors.

Investment into maintaining this capital base is required, as are strategies aimed at supporting the competitiveness of existing businesses and industry.

### Expanding industry sectors

The Peel has identified three strategic industry sectors where a State imperative has been established and where the region has a potential comparative advantage. It is strategically important that these are supported.

One significant area of opportunity is intensive food production, with Australian produce being recognised in the marketplace both nationally and internationally for its safety and high quality produce. Few of Western Australia's regions are as well-placed as the Peel to develop in this area.

This comparative advantage, coupled with the opportunity to actively intervene in addressing the region's environmental and social challenges, makes the establishment of a food zone focusing on innovative food production a compelling opportunity for sustained investment.

A second opportunity exists to enhance the role that tourism plays in the regional economy. The following aspects give the Peel a clear comparative advantage and the potential for the region to contribute to the goals of the *State Government Strategy for Tourism in Western Australia 2020*<sup>2</sup>:

- a vast and diverse natural resource base which requires careful management and protection, but which holds significant new opportunity in adventure tourism;
- proximity to the Perth metropolitan region and linkages to the South West region present broader opportunities for tourism

sustainability, connectivity and development;


- proximity to overseas tourists through port and airport facilities; and
- an existing road infrastructure network that facilitates connectivity between natural adventures.

Thirdly, the opportunity exists for the establishment of the Peel as a premier equine region given its close proximity to the Perth metropolitan region. The Peel has an enduring rich and successful history with the equine industry and is well placed for long-term development.

The Shire of Serpentine Jarrahdale are to be commended for releasing the Serpentine-Jarrahdale Equine Strategy 2018 this year. The strategy outlines the Shire as having the greatest number of horses of WA Local Government localities and twice the number of registered racing horses than any other local government, making it the largest racing hub overall. The annual expenditure of horse owners, which is primarily spent locally, as well as the value of events, represents a significant contribution to the local economy and the region's growing reputation as the leading Equine Region in Western Australia.

### Building new industry sectors

In order to attract new enterprise, create a highly skilled and adaptable workforce and build regional resilience, we must enhance the region's capital base through investment in our natural, social, produced, financial and human capital. This is essential if the region is to create comparative advantage and attract new enterprises into the Peel.

A significant opportunity lies in developing a regionally-based research industry. Building a regionally-based "knowledge economy" is recognised as being critical to the future economic success of the Peel – enabling the development of commercial intellectual property, strategic jobs and increased capacity of our people into the future. 

### MORE INFORMATION

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

<sup>1</sup> Perth and Peel@3.5million

<sup>2</sup> *State Government Strategy for Tourism in Western Australia 2020*, page 3

# Networking invaluable on **Food and Beverage Business Study Tour**



WORDS & IMAGES | Department  
of Primary Industries and Regional  
Development

Networking, knowledge-sharing and a first-hand look at the facilities and innovative techniques of a select group of Western Australian businesses, were highlights of the Food Industry Innovation project's first Regional Food and Beverage Business Study Tour which took place earlier this year during May.

Twelve agrifood stakeholders participated in the two day tour including visits to a cross-section of WA food and beverage businesses, the opportunity to speak with business owners about their journeys, and presentations from industry experts.

Commencing in Perth, the first stop was Curtin University's School of Luxury Branding where researchers are using innovative psychophysiological equipment to measure a consumer's physical responses to stimuli. Eye tracking, facial recognition and measuring brain waves are just a few interesting ways the consumer experience is being measured.

Study Tour participants also visited Curtin's 'The Agency' and Social Media Command Centre; designed to simulate a contemporary marketing communication consultancy.

*L-R: Illegal Tender Rum Co director and head distiller Codie Palmer, Geraldton Fisherman's Cooperative chief executive officer Matt Rutter and Loveapple representative Phil Frzop at the Geraldton Fisherman's Cooperative facility during the Food Industry Innovation Study Tour.*

**The teaching and research facility boasts nine large screen monitors, allowing for real-time online trend tracking and social media marketing analytics for actual events and campaigns.**

The group was excited to learn about industry engagement opportunities with Curtin in the areas of luxury branding research, social media marketing and digital analytics.



L-R: Margaret River Dairy Company production manager Thiago Bacellar, Loveapple representative Paul Shain, Department of Primary Industries and Regional Development Food Integrity manager Patricia Elphinstone, Drakesbrook Fine Wines Bernie Worthington, Costa Group's Brian Backhouse, Homestead Hampers' Chris Higham, Mid-West Development Commission a/director Mike Bowley, Loveapple representative Phil Frzop and Illegal Tender Rum Co's Hayley Wells.

## Key learnings from Study Tour participants:

- "The networking for us, as regional businesses, has been invaluable. We won't be able to put a price on what we've got out of this Study Tour."
- "I picked up lots of ideas from talking to other members of the tour and am reassured to hear we are all having the same issues in terms of getting our products out there and recognised."
- "The engagement and connection with other businesses on this tour has been really worthwhile. Being able to understand the processes behind getting other products from primary to value-added stages, have been interesting and helpful."
- "I am really excited about the potential technological opportunities presented by Curtin University as part of their marketing presentation."
- "We're really proud of the fact we're from Western Australia. It's a huge and beautiful state — knowing we can join Buy West Eat Best is very valuable."
- "Consumer dynamics are changing, we need to work forward to add value and meet their requirements."

Additional Perth-based Study Tour business hosts included Whipper Snapper Distillery, Geraldton Fishermen's Cooperative and Fremantle Octopus, with participants especially interested to hear about Geraldton Fishermen's Co-op's marketing into China, direct sales and online successes. The Peel region was represented by Bernie Worthington from Drakesbrook Fine Wines, Brian Backhouse from Costa and a tour stop hosted by Mundella.

### **A networking dinner was held at The Shoe Bar in Yagan Square, a Buy West Eat Best restaurant program member that sources locally farmed, fished and produced ingredients.**

The department's Buy West Eat Best program manager attended the dinner, providing tour participants with an overview of the program detailing how key messaging can be integrated across industry and outlined the membership structure of the program.



The tour continued to the state's South West, where the second networking dinner was held at Swings Taphouse in Margaret River.

South West Development Commission's TradeStart manager Mat Lewis, along with TradeStart advisor Simon

Taylor, provided attendees with valuable insight into the TradeStart program along with advice for new businesses planning to export.

The following day included a site visit to Margaret River Dairy Company, an industry networking lunch at Amelia Park Restaurant to hear two regional business heroes share their journeys to export success, and a tour of the backhouse value-adding facilities, including the bakery at Bunbury Farmers' Market. 🦋

#### **MORE INFORMATION**

**For more information about upcoming Study Tours and networking opportunities, email the Food Industry Innovation team at: [FoodIndustryInnovation@dpird.wa.gov.au](mailto:FoodIndustryInnovation@dpird.wa.gov.au)**

**Alternatively, register your interest in FII business support programs and register to receive the next FII project newsletter.**

# Challenges and solutions for a regional workforce fit

WORDS & IMAGES | RED Appointments

Founded in 2009, RED Appointments is a privately-owned recruitment agency providing a broad range of human resource and workforce recruitment services.

Differing from other recruitment agencies, RED prides itself on the ability to service a broad range of industries, flexibility to meet tough briefs and capability to offer a human-resource related advisory service; with clients including some of Australia's most respected companies and representing a broad range of industry sectors from construction, mining and industrial to agriculture and renewable energy.




RED Appointments understand that clients do not want an 'off-the-shelf' solution, but a well-considered, tailored approach to the provision of human resources, demonstrated recently with their approach to supporting local farmers with a solution to their resourcing challenges, and getting the farmers to focus on getting local people into local jobs by breaking down the barriers of transportation, short term assignments and access to Government funding.

A recent Agricultural jobs fair and subsequent assessment center highlighted that there is significant interest in the Agricultural sector, with over 100 people in attendance with 30 being invited to an assessment at 6am in the morning, of which there was a 95% attendance rate, further demonstrating that the job seekers in Mandurah are keen for work.

With a clear upturn in the market and talks of a new mining boom, RED Appointments is ready to help local organisations find innovative solutions to help attract and retain skilled people for their local work.

With a background in global recruitment and talent manager of a large mining company, the Director of Red Appointments, Craig Baker, is well aware of the challenges of finding the right people in the current climate.

**“RED looks to provide long-term sustainable solutions to companies rather than just a ‘bum on a seat’,” Craig said.**

With access to detailed analytics on key drivers for attraction and retention at a role level across all industries, RED Appointments clients are better equipped to understand not only how they can attract the right people, but also retain them. 

## MORE INFORMATION

For further information contact RED Appointments Director Craig Baker on mobile 0438 957 743 or email Craig at [craigb@redappointments.com](mailto:craigb@redappointments.com) or contact Becc Stevens on mobile 0402 323 338 or email [beccs@redappointments.com](mailto:beccs@redappointments.com)





**Peel Business Park**  
located 10 kilometres  
north-east  
of Mandurah.

# Peel Business Park

## Transition Strategy

**WORDS** | Andrea Kelly, Peel Development Commission

The Department of Primary Industries and Regional Development and the Peel Development Commission have been working collaboratively with consultancy GHD to identify the industry needs for the Peel Business Park.

Attracting businesses to establish themselves in the Peel Business Park means understanding and accommodating the future needs of target industries. A transition investigation of the metropolitan food and agriculture industry was therefore undertaken to assist with understanding these needs. It also served to facilitate decisions by

existing Western Australian food industries, and related support industries, regarding a future relocation to the Peel Business Park.

The Peel Business Park, located 10 kilometres north-east of Mandurah, is part of the Transform Peel project. Catering for agri-food and agri-processing operators, the Peel Business Park will also accommodate ancillary light, general transport and logistics industries.

The transition investigation process began with the identification and mapping of agri-food businesses under pressure to relocate. The needs of these established businesses, as well as emerging agri-food businesses, were then profiled identifying factors such as land availability, access to transport and energy infrastructure, water requirements, as well as services and common use facilities. A review of the suitability of the precinct design, servicing and associated infrastructure was then undertaken, along with the consideration of incentives, to encourage relocation. Finally, ground-truth findings were substantiated through consultation with local agri-food businesses.

**The investigation revealed that the most common business categories were gourmet food, fresh produce, meat, seafood, food wholesale, baking, oils, exporter/importer and packaging.**

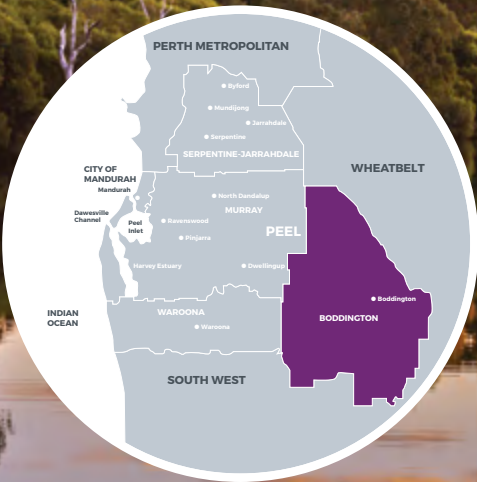
An interesting array of new or emerging businesses were profiled including premium/organic food processing incubator, vertical farming, medicinal honey processing, online grocery and meal delivery, non-meat protein and nutraceuticals.

The development of the Transition Strategy will help ensure that the Peel Business Park meets the future needs of the WA agri-food companies, through the provision of appropriate infrastructure and headworks, servicing, common use facilities and incentives.

### MORE INFORMATION

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

~ REGION IN FOCUS ~



**WORDS** | Tahnee Forbes, Shire of Boddington  
**IMAGES** | Mandurah and Peel Tourism Organisation

The Shire of Boddington continues to ensure its long term sustainability with the development of strong relationships with local industry.

Home to two of the Peel region's largest employers, South32 Worsley Alumina and Newmont Boddington Gold, the Shire of Boddington boasts low unemployment for its residents, in a rural settlement within 90 minutes' drive from downtown Perth city.

The Shire is proud to have a point of difference when it comes to being a mining town. In comparison to other mining towns, which were only established to service the mining industry, the Shire of Boddington was originally built on agriculture, timber and the rail industries and had its feet firmly on the ground



**Boddington** is proud to have a point of difference when it comes to being a mining town.

when gold was discovered in 1986. Managing to withstand the closure and subsequent reopening of the Boddington Gold Mine, the Shire knows how important it is to ensure it can respond quickly should that event occur again and as a result, has been working hard on infrastructure and economic development projects to ensure its long term viability within the Peel.

**Completed in 2017 the new \$3.5m Boddington Recreation Centre is the biggest of the new facilities being introduced to the local community.**

Two multi-use courts, a large function space with enviable commercial kitchen, bar area and various changing rooms and offices, the facility can



comfortably accommodate the needs of the local community.

The new Hotham Rise Independent Living Units are also being favourably received by residents who now have available options which will allow them to retire comfortably in their own town, whilst still being able to access the benefits of specialist health services in Perth, Mandurah or Narrogin as they age. Seven purpose built two bedroom units, a community hub and community garden make up the new complex which is smartly located adjacent to the Boddington Medical Centre and Hospital. The complex has room to expand and will eventually house up to 40 residents.

Tourism has become a strong focus for the Shire of Boddington in recent years, and while mining is its key economic driver, Boddington is the perfect distance from Perth to offer a quick country get away for those in the city. Nestled alongside the tranquil Hotham River, the township of Boddington prides itself and is well recognised by visitors for offering a warm welcome as they visit the town. Ideally positioning itself as the eastern gateway to the Peel, the Shire of Boddington is working on developing more self-drive trails to ensure it can capitalise on the growth in the trails industry being experienced throughout the Peel region.

**The Hotham Williams Economic Development Alliance, through their brand of Marradong Country, will release 5 Self Drive Trails that connect Boddington to Wandering and Williams.**

The three local governments jointly offer a diverse rural tourism package that includes heritage and environmental favourites such as the well-known Quindanning Inn, Boddington's Tullis Bridge Rail Trail, Dryandra Nature Reserve and Williams Woolshed.

Go West also launched their Mine to Mint Tours to draw international tourism into Boddington with their one-of-a-kind gold tour. Premier Mark McGowan remarked on how positive it was to see the mining and tourism industries working together to create a high quality tourism product. The Shire of Boddington will gain international exposure as a result of these tours and hopes to see other tour operators gain confidence in the region as a place to develop more tourism product.

**MORE INFORMATION**

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



**THINGS TO DO IN BODDINGTON**

- 1 Hotham River Foreshore
- 2 Fishing or a canoe ride
- 3 Ranford Pool Walk Trail
- 4 Tullis Bridge
- 5 Sunday markets
- 6 Historic St. Albans Church
- 7 Bird watching
- 8 Dilyan's grave
- 9 Boddington Arts & Crafts Centre Shoppe
- 10 Golf
- 11 The Community Club
- 12 Tennis
- 13 Swimming pool
- 14 The Bibbulmun Track
- 15 Parks and reserves
- 16 Wildflowers
- 17 Rivers of Boddington
- 18 Friday night community festival – November
- 19 Wineries
- 20 Sculptures around Boddington
- 21 Mt. Saddleback South 32 Bauxite Mine
- 22 Mt Wells
- 23 Op shop
- 24 Ye Old Quindanning Inne
- 25 Boddington Old School
- 26 Boddington Rodeo
- 27 Newmont Gold Mine



**Did you know?**

The Boddington township is nestled on the banks of the Hotham River. It is located within easy reach of the Perth metropolitan area with the Boddington Shire offering rural living at its best with essential services close at hand.



# Developing the **Peel innovation ecosystem**

WORDS | Kristie Tonkin, Peel  
Development Commission

IMAGE | Peel Development Commission

Innovation is widely recognised as an important driver of a diversified regional economy. To enable innovation, a shared regional vision that is grounded in an analysis of regional strengths and weaknesses is required along with the development of a favourable environment for entrepreneurship and business growth.



The New Industries  
Fund (NIF) is a  
**\$16.7 million**  
State Government  
program.

The New Industries Fund (NIF) is a \$16.7 million State Government program that has been designed to support venture creation and accelerate business growth to diversify the Western Australian economy and create new jobs. To optimise State-wide economic outcomes, \$4.5 million of the NIF has been allocated to the State's nine regions as sub-program referred to as the Regional New Industries Fund (RNIF).

Each of the nine Regional Development Commissions are establishing and coordinating a Regional Innovation Partnership in their region. The Partnership is to be inclusive and consist of an appropriate mix of public, private and academia stakeholders with an interest in innovation and business growth.

**To access RNIF allocations, each Partnership will develop a regional innovation roadmap, action plan and project proposals that build and enhance their region's economy.**

In May 2018 the Commission hosted a Regional New Industries Fund Roadshow to gather potential Partnership members to learn about the conditions required for regional innovation, the workings of the Fund and begin brainstorming priorities and projects for the Peel. The next step was to create a Peel Regional Innovation Roadmap.

A draft Roadmap has been developed and is reflective of the objectives and strategies outlined in the *Peel Regional Investment Blueprint*. The vision of the Roadmap and Partnership will act as a foundation for a developing innovation agenda in the Peel.

*'The Peel has people, enterprises and organisations with the capability to innovate and expand into new markets enabling a progressive, prosperous and dynamic local economy.'*

The Roadmap identifies strategies and initiatives that will build the capacity of Peel's innovation system across four pillars:

- 1 Talent, skills and entrepreneurs**  
The growing population in the Peel provides an opportunity to develop human capital and build a highly skilled workforce to underpin the economic growth of the region. The thriving future envisioned for the Peel will demand a highly skilled and flexible workforce that is able to engage with and innovate within a diversified industry base. Education and training systems that develop subject-specific expertise, creativity, critical thinking, entrepreneurship, STEM and communication skills are core to future innovation and productivity.
- 2 Investment and Infrastructure**  
The Peel has a strong transport network which is well placed to be strategically built upon to deliver strong market access to the domestic and international trade market. The region's telecommunications network is well developed with minimal connectivity issues to be addressed. Availability of and capacity to access capital necessary for major infrastructure projects and business development, is a key inhibitor to innovation in the region.
- 3 Culture and collaboration**  
The Peel economy is characterised by a large number of small to medium enterprises, with many sole traders. Through collaboration, these businesses will benefit from accessing a range of capabilities and knowledge, enhancing their competitiveness and accelerating their innovation process. Collaboration can also foster partnerships amongst SMEs enabling them to complement each other, access new markets, share research and take advantage of different perspectives and resources.
- 4 Marketing and promotion**  
Research has shown that aspirations amongst Peel youth are low with many not envisaging a future in the regional economy. Aspirations of SMEs are also marred by the negative narrative of the region portrayed in our local community and media. To establish Peel as a progressive, prosperous and dynamic economy

with capability to innovate and create enterprise, there is need for a shift to a positive and clear regional narrative and for successes to be recognised and celebrated.

In developing the Roadmap the Partnership recognises the many innovators existing in the Peel ecosystem, including the following locally led initiatives:

- Peel Bright Minds – a cooperative initiative with a vision to inspire a curious community. Works with the community to communicate, coordinate and promote regional activities and events that promote and connect people to ESTEAM activities and to encourage an aspirant culture.
- The Makers – working to bring together Makers from within the community to collaborate, co-create and find new ways of addressing challenges. Operate a co-working space in Mandurah, providing a space for collaboration and cultivation of innovation capacity.
- Local Government Authority entrepreneurial programs.
- Programs to build entrepreneurial aspirations and innovation with Peel youth. Existing programs include Innovation Institute delivery at Coodanup College, Youth On Leadership delivered by The Makers, The YACC Project delivering an alternative education option.
- Support to entrepreneurs through networking and engagement initiatives such as Monthly Meetups facilitated by EPICC Training Co and the Global Entrepreneurship Network.

The next step for the Partnership is to develop and coordinate applications to the RNIF prior to the end of 2018, enabling funding to the region to begin the journey of an enhanced innovation ecosystem.

Applications are now open – for more information visit the Peel Development Commission website: [www.peel.wa.gov.au/our-focus/regional-new-industries-fund](http://www.peel.wa.gov.au/our-focus/regional-new-industries-fund)

**MORE INFORMATION**

Contact Kristie Tonkin at: [kristie.tonkin@peel.wa.gov.au](mailto:kristie.tonkin@peel.wa.gov.au)

# Local content Local opportunity

**WORDS** | Tahlia Jones, Peel Development Commission

**IMAGES** | Peel Development Commission

The State Government has launched a Local Content Program across regional Western Australia to maximise the participation of regional businesses in regional contracting opportunities.



**More jobs for  
local people.**

Recognising that it can often be challenging for businesses to access and engage as a supplier to government, Local Content Advisers have been appointed in each Regional Development Commission to take a lead role in promoting supply and works opportunities and facilitating regional business capability and growth.

The Peel Local Content Program commenced in May this year. Over the past six months the Peel program was developed and refined through extensive stakeholder engagement to ensure the activities both enhanced the strengths and addressed the challenges faced by businesses in the region.

Supporting local businesses build their capability and competitiveness to win more contracts is a crucial program focus. This includes connecting businesses to the myriad of procurement opportunities and preparing businesses to engage as a supplier of works or services to government.

Businesses winning work ultimately has a positive flow on effect for our community resulting in more jobs for local people and more businesses being in the position to take on apprentices and trainees to support the development of our youth in the region.

By no means is this an easy feat and the Peel Local Content Program cannot be delivered alone. There are many stakeholders who contribute to the delivery of these outcomes for our businesses and community.

Partnerships with key groups such as local governments across Peel, the Peel Chamber of Commerce and Industry, Federal Government initiatives such as Austrade and the Mandurah/Murray Employment Facilitator, and the State Government's WA Jobs and Skills Centre, all play a key role.

This collaborative model demonstrates the region's strong commitment to diversifying the region's economic base, the growth of business and entrepreneurship and the attraction, retention and development of a skilled workforce for our Region.

The local content program is underpinned by the State



Government's *Western Australian Jobs Act 2017 (WA Jobs Act)* and the Western Australian Industry Participation Strategy (WAIPS) which came into effect on 1 October 2018.

This legislation puts greater responsibility on State Government agencies to provide local businesses with full, fair and reasonable opportunity to access and win government supply contracts. The *WA Jobs Act* is the first piece of legislation of its kind that applies to State Government agencies.

**A key component of my work is to support government agencies with the implementation of the WAIPS within their procurement cycle to ensure that opportunities for local business to participate are maximised.**


The Peel Business Park was one of the first projects in regional Western Australia whereby the *WA Jobs Act* and the WAIPS was applied to the procurement process. This presented an excellent opportunity to work in collaboration with lead project partner, LandCorp, to design a process with a strong, long term focus on engaging Peel businesses and the community over the life of the project.

Through the design of the new approach, the concept of a Peel Business Park – Peel Based Business Register was delivered for the region. Over 100 businesses in the region

registered their business details, including Aboriginal businesses. The Peel Based Business Register demonstrates an excellent example of regional business engagement.

Another area of focus for Peel, is fostering the development of Aboriginal businesses in the region. In August the Commission delivered an Aboriginal Business Development Forum which provided an opportunity for Aboriginal business owners to learn more about how they can access government procurement opportunities and get practical support for growing their businesses.

The event brought together over 40 people to hear from a range of support services including Indigenous Professional Services, the Mandurah/Murray Employment Facilitator and myself, to showcase a range of supports available for Aboriginal businesses across Peel.

The forum was an important first step in providing opportunities for networking amongst business owners and raising awareness of the Aboriginal Procurement Policy and the opportunities it presents, as well as the support mechanisms that are available. When our Indigenous business sector is supported in its growth and development, our entire region benefits. 

#### **MORE INFORMATION**

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



# Staff profiles

## Q&A

**WORDS** | Wendy Muir, Tahila Jones and Andrea Kelly, Peel Development Commission

**IMAGES** | Peel Development Commission

### The Peel Development Commission welcomes three new members of staff this year.

#### Introducing Wendy Muir, Principal Officer Economic and Regional Development



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

My role at the Commission is regional economic development and investment attraction. I collaborate with industry, other Government agencies, not-for-profits and the community to target and advocate initiatives to broaden Peel's economic base, build local capacity and maximise job creation. A key priority for me at present, is coordination with regional leaders to attract more tourism visitors to Peel and facilitate tourism infrastructure development. I also assist proponents in identifying grants and leverage or partnership opportunities, and connection to other relevant agencies and industry stakeholders. Additionally, I am working with the South West Development Commission in a

whole of government approach to deliver an economic development plan for the Collie and Bunbury regions, investigating prospective growth industries, energy security, jobs and programs to build community capacity.

#### Q What brought you to the Peel region for work?

I have worked in regional development for the past four years, mostly based in Perth but travelling regularly to the regions. Following the merger of various Government departments in 2017, resulting in the Department of Regional Development and the staff of the Commission becoming part of one organisation, I took up an offer to work directly in regional WA. After working in the city for eight years, I am enjoying working almost in my backyard and being more actively involved in local industry and economic development.

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

The people and the variety of the region. In true regional fashion, I have found the people in Peel to be warm and very welcoming. I also enjoy the diverse work and industry sectors that I get involved in, which can cover agribusiness, telecommunications, tourism and trails, equine industry, infrastructure and energy.

#### Q How do you like to spend your spare time?

My spare time is spent riding my lovely horse Amber who I only recently bought. I learnt to ride as a child but got back into it again as an adult about a year ago, having a weekly ride at stables in Oakford. Horse ownership happened by accident really. During one of my weekly rides I was informed that the

horse I was regularly riding (Amber), was up for sale. We had already bonded by then, so I snapped her up! Amber is a redhead like me and we have fun together learning dressage, jumping and meandering through the beautiful Serpentine trails. All my other spare time is spent learning about horses, watching horse shows and shopping for horses!

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

I moved to Australia from England 12 years ago for a new work challenge, the climate and a beach life. To me, Peel is pretty special because it offers everything all in one area. You can be in the forest in the morning, visiting a winery at lunchtime and be doing coastal adventures in the afternoon, all with the capital city on your doorstep whenever you fancy it. Additionally, I believe Peel has the best weather in the State because it doesn't get too hot or too cold and doesn't have a wet season or cyclones (usually!).

#### Introducing Tahlia Jones, Local Content Advisor



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

As the Peel Local Content Advisor, I provide support for regional businesses via a dedicated local

content program designed to meet the needs of the region. Recognising that it can often be challenging for businesses to engage as a supplier to Government, I take a lead role in connecting businesses to government supply opportunities and facilitating regional business capability and growth for Peel.

**Q What brought you to the Peel region for work?**

I have always lived in the region, growing up in Mundijong on a small farm with horses and spending holidays as a kid on Melros beach. As an adult I moved to Mandurah for the lifestyle and am now fortunate enough to work in the Peel Development Commission team.

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

Through my local content position, having the opportunity to contribute to the development of businesses in the region. The work life balance is also a treat – I enjoy getting home when it's still light enough to go to the beach in the summer.

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

The Peel continues to retain all the qualities of a country town even with its close proximity to Perth. It is a tight-knit, passionate and friendly community with a strong sense of identity and connection to the region and its roots.

**Q What is your favourite Peel discovery?**

The number of world class golf courses right on my door step.

**Q How do you like to spend your spare time?**

In my spare time I enjoy a hit of golf, travelling, study, a good red wine with family and friends and working with the community as a Councillor at the City of Mandurah.

**Introducing Andrea Kelly, Corporate Communications Coordinator**



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

My role at the Commission is Corporate Communications Coordinator. That means the strategic planning, production and coordination of the Commission's messages and communication content to all stakeholders across various platforms. Primarily, that entails the Commission's website development and administration, production and coordination of media releases, maintenance of social media profiles, email campaigns, designing visual content, images and flyers and of course, Peel magazine. It's certainly a busy role that often requires managing several deadlines at once, but there's never a dull moment and it's incredibly satisfying to highlight the people, projects and opportunities of the region.

**Q What brought you to the Peel region for work?**

I was born and bred in Adelaide, but I've lived in Mandurah for about 17 years. My husband and I came to WA as the result of work relocation, and then we moved to Mandurah, both working at Alcoa's Pinjarra refinery. To be honest, we didn't intend to stay, but before we knew it, we had three kids and realised the lifestyle was pretty hard to beat for raising a family. 17 years later, we both still work in the region, the kids have attended fantastic schools and most of all, they have been raised playing on the beaches, mucking around in the estuary and surfing the point at Avalon. Pretty ideal.


**Q How did you decide on the career of marketing and communications?**

It was something that evolved over time and out of opportunities along the way. When I left school, I went straight to uni to do a nursing degree, but I knew that wasn't the career for me and became the Reservations Manager of the Barossa Wine Train. I was later working at Elders when I was given the opportunity of acting State Marketing Manager for Real Estate – this was my first taste of marketing, and later went on to work in Community Relations at Alcoa's Pinjarra refinery. When I left the workforce to have my kids, I completed my Commerce degree in commercial law and marketing and decided to start my own business rather than return to corporate work. I then began building Pepper Street Social planning communications strategies, developing custom content and managing communications for Mandurah small businesses and not-for-profits.

**Q How do you like to spend your spare time?**

Spare time – what's that? Honestly between running a business, working at the Commission and raising a family of five, there isn't much spare time! However, I do spend a lot of time supporting my boys' footy and coaching my daughter's netball team, I love running, especially along the beach at Avalon, and I always manage to find the time to read with a good literary fiction book on the go at any point in time.

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

I'd have to say that the abundance of waterways, beaches, open space and bush is what makes the region so unique. There's just so much water and so much bush, so much natural landscape and yet, not too many people. You can still get a pristine bit of beach all to yourself, go on a bush walk or mountain bike ride without seeing another soul, and catch a wave without the jostle of a crowd. That's pretty special. 

# Board Q&A

**WORDS** | Michelle Sidebottom and Mayor Rhys Williams

**IMAGES** | Peel Development Commission

The Board sets the strategic direction of the Commission which is aligned with the needs of community and business. Membership comprises 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 Community Representative Michelle Sidebottom and Local Government Representative Mayor Rhys Williams.

## Introducing Mrs Michelle Sidebottom, Community Representative



### Q How long has your family been in the Peel region, and how did they come to settle in the area?

My husband Michael and I moved from Perth to Peel in 2000 to become managers of the old Yalgorup Eco Park (holiday park) at Melros Beach in Dawesville. We loved the area and lifestyle so much we eventually built a home and business (Breakaway Tourism) here and have never looked back!

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

As a small business operator that also works closely with local, State and Federal Government agencies; a host of non-profits organisations; and the private sector, I believe active listening and communication to identify the real needs, challenges, goals and aspirations of business and community members is essential for the delivery of strategic action and effective leadership.

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

I have made some wonderful friends, colleagues and clients since moving to Peel and we are so lucky to have a relaxed and friendly culture here. Living by the sea, estuary and pristine natural environments with kilometres of beaches, walking trails, boating waterways, food and wine options, arts and culture, great shopping, and a range of wonderful natural attractions – why wouldn't you want to live in Peel?

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

The region has an exciting opportunity to become highly innovative leaders across a variety of industry sectors, community services and fields of expertise. The appetite from Government, industry, businesses and the community in Peel is there, we just have to collectively action the right strategies and developmental support services to make them happen, enabling Peel to prosper now and into the future.

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

I love recreational pursuits such as walking my two dogs, going to the gym and fitness classes, boating, and participating in half marathon running

events – I'm currently working on a running comeback following a broken ankle. To offset all these activities I am equally passionate about food, wine and travel and over the years have enjoyed volunteering as a judge for the WA Tourism Awards, the Clubs WA Awards (of which I am current Chair of judges) and the Australian Tourism Awards.

## Introducing Mayor Rhys Williams, Local Government Representative



### Q How did you come to live in the region?

My grandparents had a beach house at Preston Beach that they built the year I was born. I used to call it 'our beach house', and spent almost every weekend down there with them, although they'd occasionally leave me home with my parents so that they could actually enjoy some peace (which at the time I thought was totally unacceptable, and would tell them that often!). We'd beach fish most nights and head out in Pop's dinghy crabbing every so often; still some of my favourite ways to spend a weekend now.

When I was eight, we moved down to Mandurah, and I was so excited... we were moving to the place that everyone else went for holidays!

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

I pretty much fell in love with the place straight away. As a kid, I was always so proud to tell anyone who will listen how much our city was the best place to grow up.



When we think about what makes us unique... of course we talk about the incredible lifestyle and the environment that we all love, but I also really appreciate the strength of the community spirit here, and this collective pride and optimism that people from this part of the world share about our place and our future.

I feel so grateful to live in Mandurah, and thank my Dad often for his decision to move my brother and I down here as kids. As a city, we've sort of got everything you could want in a place, and then when you add to that what the rest of Peel has to offer, like beautiful Dwellingup or the trails in Serpentine... it's hard not to feel incredibly lucky.

**Q What is your most career defining moment so far?**

Being elected as Mayor of Mandurah, definitely. It wasn't just a career defining moment but a life defining moment, because it provides an incredible platform to help shape the future of our community, and work alongside the many champions across our city and our region to make sure that our best days are ahead of us.

It's a bit scary sometimes, but every day I'm energized by the fact that we really have the perfect platform here to really shape something truly special.

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

This place is on the cusp of something special, and you can't help but be excited about what is to come over the next decade. We are in prime position to really become one of WA's economic powerhouse regions, whilst offering some of the best lifestyle options in Australia! Definitely exciting times ahead.

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

I really love to travel, and my partner Skipper and I try to visit a different part of WA once a month, and then head overseas once a year. I love being immersed in new cultures and having new adventures.

On a weekend off at home, I love going for a fish or crabbing or scuba diving, and over the past couple of years I've been learning to surf, which is definitely a work in progress. 🐬

# Missed an issue?

If you missed a previous edition head to [www.peel.wa.gov.au/the-commission/peel-dc-publications](http://www.peel.wa.gov.au/the-commission/peel-dc-publications) to review.



## Christmas break

**The office will be closed from Friday 21 December reopening on Wednesday 2 January 2019.**



### Did you know?

On 20 September 2017 the WA Government launched a new initiative – OnBoardWA – to increase diversity on Government boards and committees.

This initiative is one tool to assist in achieving the goal of 50% representation of women across all Government boards and committees by 2019, including in Chair and Deputy Chair roles. 🐬



# Events & dining

WORDS | Melissa Worthington, Cork and Cheese

The Peel is the ideal summertime getaway and the upcoming warmer days and balmy nights sees a terrific range of experiences, events and festivals on offer to suit all budgets.



## PEEL CRAFT BEER AND WINE TRAIL

With Tourism WA research demonstrating four out of five visitors to the State are interested in food and beverage tourism, the recently launched Peel Craft Beer and Wine Trail is a timely tourism tool and can be enjoyed by both locals and visitors to the region.

Designed to offer the option of completing it in a day or at your own pace, with the ability to start and finish the trail from any of the locations (do make sure to check opening hours for the venues you wish to visit), the trail also offers the options to experience many of the great dining options alfresco or discover a great picnic spot on your trail adventure.

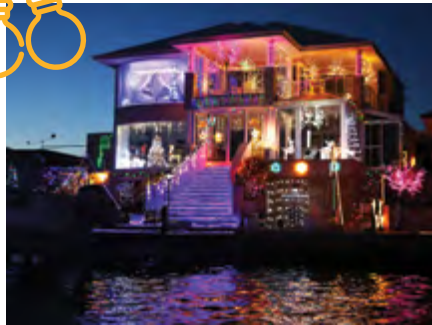
Check the trail map icons and business descriptions for some fantastic options to suit your budget and taste with further details on page 14 of this edition of *Peel Magazine*.  
[www.visitpeel.com.au/images/PDFs/Peel-Region-Craft-Beer-and-Wine-Trail-final.pdf](http://www.visitpeel.com.au/images/PDFs/Peel-Region-Craft-Beer-and-Wine-Trail-final.pdf)

## MANDURAH CHRISTMAS PAGEANT



Experience the wonder of Christmas at the Mandurah Christmas Pageant presented by ACTON Mandurah. This much loved annual event sees local community groups and businesses parade their floats through Mandurah's CBD.

**City of Mandurah Community Christmas Pageant, Friday, November 30 from 6pm - 8.30pm, Eastern foreshore, Mandurah Terrace, Mandurah WA 6210**



## MANDURAH CHRISTMAS LIGHTS CRUISE

Departing every night from 1 December 2018 to 6 January 2019 its truly a wonderful way to get into the spirit of the festive season. Sing along to your favourite Christmas carols and join in the Christmas cheer as you cruise through the magical wonderland of Mandurah's canals. The stunning Christmas lights illuminating and reflecting onto the water from the region's luxury canal homes is simply breathtaking and early bookings are recommended.

**To find out more visit:**  
[www.mandurahcruises.com.au](http://www.mandurahcruises.com.au)

## CHRISTMAS CAROLS

Cantwell Park will ring out with the joyful sound of carols this December as the Shire of Murray's annual Christmas Celebration returns to the banks of the Murray River for another enjoyable, festive season event. The celebration offers entertainment for all ages including live entertainment, market stalls, food trucks, Christmas carols and a visit from Santa and his helpers.

**To find out more visit:**  
[www.murray.wa.gov.au/murray-community-christmas-celebration](http://www.murray.wa.gov.au/murray-community-christmas-celebration)

## MUSIC DAYS

Family-Friendly Music Days at the beautiful Peel Estate Winery are returning over summer featuring live music, local businesses, activities and more. Bring a picnic and enjoy an afternoon of outstanding live music from some of WA's best acts in the shady grounds of the beautiful Peel Estate Winery. The full range of Peel Estate Wines will be available in addition to a selection of Beer & Cider. Cool drinks, ice creams and tea & coffee also available.

**Visit [www.peelwine.com.au](http://www.peelwine.com.au)**

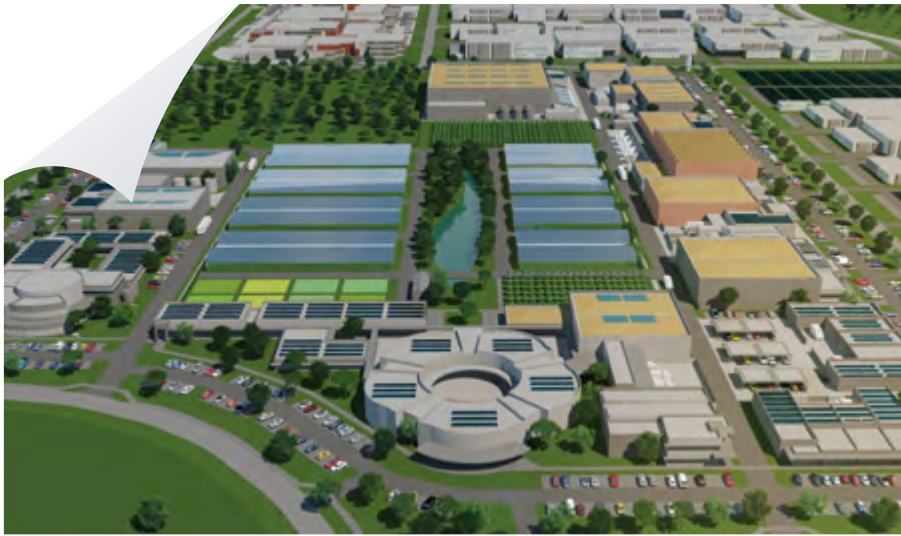


### Peel Estate Winery

Family-Friendly Music Days



# Peel Business Park, Nambeelup

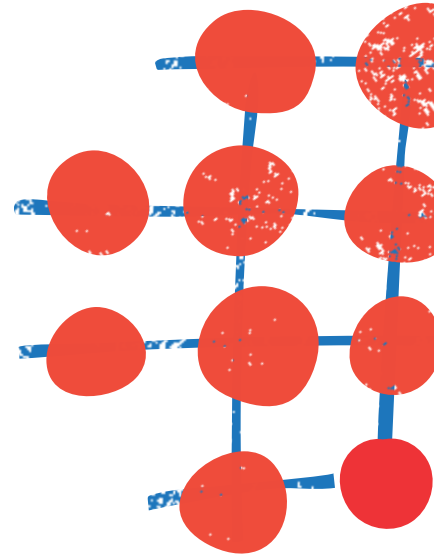


The future of land development is squarely focused on innovation and sustainability. Peel Business Park in Nambeelup is a leading example, providing unlimited potential to savvy investors and developers of agri-innovation and ancillary industries.

Stage 1 of the 1,000-hectare business park will be delivered by LandCorp, forming a critical component of the Transform Peel initiative, which also includes the 42,000-hectare Peel Food Zone and Peel Integrated Water Initiative. Funded and backed by State Government, Transform Peel will help future-proof food and water supplies and drive economic growth.

Within stage 1 of Peel Business Park there will be five distinct precincts:


- The Agri-innovation Precinct focuses on development of innovative, high-quality food production and processing, which is not climate dependent. Designed to allow for stronger connections between agricultural and logistics chains, it will help to build critical capacity, business capability and export readiness.
- The General Industrial Precinct will be home to a wide-range of industrial, transport and logistics, and warehouse uses.
- The Light Industrial Precinct will feature a network of well-connected, flexible lots to meet differing business needs.
- Highly accessible, well positioned lots will suit the demands of businesses in the Commercial Precinct.
- The Renewable Energy Precinct offers unique power requirements, with both mains and renewable energy options at negotiable rates, feeding back into one of the largest industrial micro-grids in the State



The business park also includes plans for a campus style technology park for research, development and training organisations. The Peel workforce initiative, delivered by Peel Development Commission, will tap into the large, local workforce of skilled employees that is readily available.

**Stage one of Peel Business Park will offer a range of fully serviced lots ranging from some 2,200sqm to 25,000sqm, with adaptive land use options.**

LandCorp promotes, offers and assists on a range of local, State and Federal Government incentives for business and investment attraction for Peel Business Park. Incentives will be offered on a qualification basis and range from exemptions on local development application fees to case management support services and much more.

Peel Business Park provides unlimited potential to forward-thinking investors and developers who want to get in on the ground floor. 

## MORE INFORMATION

**For more information on agribusiness opportunities contact Phil Melville from CBRE on +61488 203 088, or for industrial enquiries contact Warwick Irving from CBRE on +61413 863 335.**

**See the vision come to life by viewing the flythrough at [landcorp.com.au/peelbusinesspark](http://landcorp.com.au/peelbusinesspark)**

# Western Australia's new home of agri-innovation and industry

Rich in natural resources, the Peel region has a proud history. It is now on the brink of its next exciting phase, with Peel Business Park, Nambeelup set to be the new home of agri-innovation and industry in Western Australia.

Stage 1 of the 1,000-hectare Peel Business Park will be delivered by LandCorp, forming a critical component of the Transform Peel initiative, which also includes the 42,000-hectare Peel Food Zone and Peel Integrated Water Initiative. Funded and backed by State Government, Transform Peel will help future-proof food and water supplies and drive economic growth.

With a focus on research and development, Peel Business Park's Agri-innovation Precinct will develop high-quality, value-added food production and processing, which isn't climate dependent. Designed to create stronger connections between agricultural and logistics chains, it will help build critical capacity, business capability and export readiness.

General and light industrial, and commercial businesses will benefit from the business park's location. It has room to expand unlike other developments that are constrained by surrounding land uses.

The Renewable Energy Precinct will offer a unique power solution which delivers low-cost, renewable energy, in conjunction with a robust grid connection. Innovative tariffs are expected to offer the flexibility required to meet the power needs of diverse customers.

Lots have been designed to accommodate the varied needs of business, with flexible lot design, and power, water and waste water all available. High-speed internet, with international submarine cable network linkage, and the Bunbury to Dampier gas pipeline will service businesses.

Peel Business Park provides unlimited potential for forward-thinking investors and developers who want to get in on the ground floor.

## Why can't land come with more incentives?

It can – LandCorp promotes, offers and assists on a range of local, State and Federal Government incentives for business and investment attraction for Peel Business Park. Incentives will be offered on a qualification basis and range from deferred land payments and case management support services, to cash incentives and rebates.

## Why can't your location reduce export times?

It can – Peel Business Park offers easy access to extensive State road networks. It's globally connected with ports and airports nearby, primed to service growing national and international export markets.

## Why does more room mean less central?

It doesn't – Peel Business Park is strategically located just 70 kilometres south of Perth and 10 kilometres east of Mandurah in the Shire of Murray. The Peel region is predicted to grow from 130,000 people to more than 400,000 by 2050.

See the vision come to life by viewing the flythrough at

[landcorp.com.au/peelbusinesspark](http://landcorp.com.au/peelbusinesspark)



## The answer for agri-innovation

Peel Business Park's five innovatively-designed and sustainably-built precincts will cater for the agri-innovation, renewable energy, general industrial, light industrial and commercial businesses of tomorrow.

Register your interest:

Agribusiness – Phil Melville 0488 203 088

Industrial – Warick Irving 0413 863 335

[landcorp.com.au/peelbusinesspark](http://landcorp.com.au/peelbusinesspark)

