



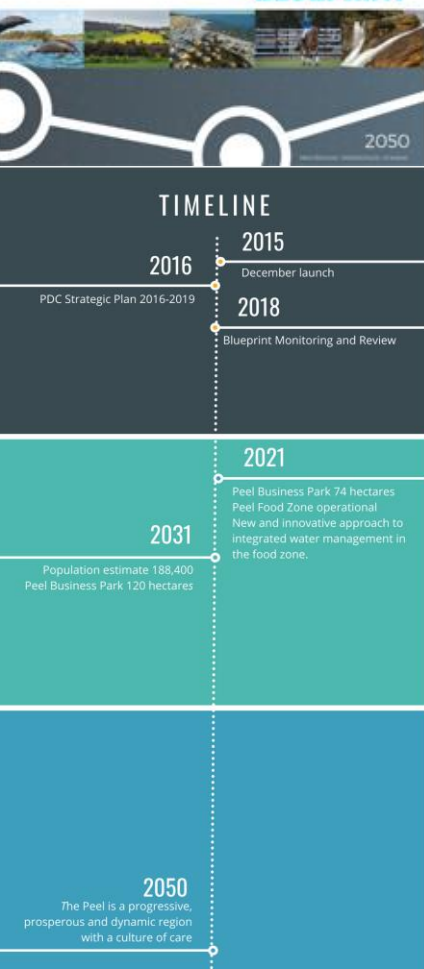
# SCORECARD: July 2019

# PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC



## From the CEO



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

In 2018-19 regional partners continued to undertake planning and deliver initiatives that enable sustainable economic growth, improvements to regional living standards and critical infrastructure for future population growth based around wise use of our environmental assets. RDA Peel in partnership with the commission developed the Peel Regional Investment Blueprint Action Plan 2019-21 which is designed to support the implementation of the Blueprint by:

- Prescribing key projects for the region identified from various sources (Community Strategic Plans and other stakeholder derived strategies and plans);
- Aligning these projects to Objectives and strategies in the Blueprint;
- Monitoring development and implementation of the individual projects.

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

Andrew Ward  
Chief Executive Officer

## RELATIONSHIP BETWEEN OUR VISION, THEMES AND FOCUS AREAS



This key Blueprint image was updated in 2018 as a result of feedback from a review process placing the environment as the pivotal centre underpinning each of the five focus areas. This highlights the importance of balancing social and economic development with conservation.



### THRIVING INDUSTRY

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



### AGRICULTURE & FOOD INNOVATION

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



### TOURISM EXCELLENCE

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



### CAPABLE PEOPLE

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



### STRONG & RESILIENT COMMUNITIES

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

# Summary Indicators

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167 of the 236 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 29 are implemented



2018 Arts & recreational services accounted for 0.5% of Peel GRP (0.6% in 2017)



2018 Peel GRP totaled \$7,430m (\$7,094m in 2017)



2016/17/18 Visitor average length of stay – Intrastate 2.7 nights, Interstate 5.7 nights, International 17.1 nights



2018 Peel GRP accounted for 3.2% of GSP (3.2% in 2017)



June 2018 Peel Population of 139,890 (136,854 June 2017)



2018 Agriculture, forestry & fishing accounted for 3% of Peel GRP (3.3% in 2017)



June 2018 Peel Unemployment rate of 6.1% (6.5% June 2017)

# WISE USE OF OUR ENVIRONMENT



## Environment

**Driving wise use of our environment to ensure social and economic development balanced with conservation**

### Key Regional References

- Binjareb Boodja Landscapes 2025
- Wetlands and People Plan for the Peel-Yalgorup System: A CEPA Action Plan for Ramsar Site 482
- Ecological Character Description for the Peel-Yalgorup Ramsar Site
- Peel-Harvey WQIP
- Peel Yalgorup System Ramsar Site Management Plan
- Horticulture in the Peel-Harvey – A guide for Investors and Growers
- Hotham-Williams NRM Plan

### Regional partners have:

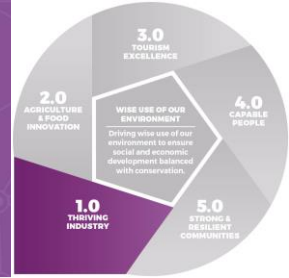
- Peel Harvey Catchment Council (PHCC) was successful in its bid to the Federal Government to be the service provider delivering the Regional Land Partnerships program to June 2023 (1.2.1.3b)
- PHCC represented Australia at the East Asian Australasian Flyway Partnership's international Communication, Education, Partnership and Awareness workshop in Manila (1.1.1.1a)
- Gained financial support to implement a program with the community and land managers to improve the extend and condition of Banksia Woodlands which provide corridors, habitat and food for fauna in the Peel-Harvey catchment (1.2.1.3b)
- Dept. of Water and Environmental Regulation and PHCC have in partnership progressed the Regional Estuaries Initiative including the Fertilising the Farm project which supported 20 farmers during the period through soil testing and soil amendment advice (2.1.1.1b)
- Concluded the Waroona Natural Resource Management and Fire Recovery Support Project with 351 people supported through the initiative to rehabilitate farmland and on-farm vegetation (2.1.1.1b)
- Showcased spectacular drone footage of the Peel-Yalgorup System wetlands “Wetlands from Above” to the local and wider community as part of Perth Symphony’s “Performance for the our Planet” event (3.2.1.8)

### During 2019-20 regional partners will:

- Review and update the Ecological Character Description for the Peel-Yalgorup Ramsar Site, Management Plan and Monitoring and Evaluation Guide (1.1.1.1a)
- Review the Binjareb Boodja Landscapes 2025 “NRM Strategy for the Peel-Harvey (1.2.1.1d)
- Partner with Mandurah Performing Arts Centre to secure funds to develop a musical score for a concert and feature film presentation of “Wetlands from Above” (5.5.1.8c)



# 1.0 THRIVING INDUSTRY



## OUR GOAL TO 2050

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

## OBJECTIVES

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

### A network of regional stakeholders have:

- Commenced land sales (6 sale contracts secured) and headworks infrastructure at the Peel Business Park awarded (\$7.3m of contracts awarded to local businesses) (1.2.3.1 & 2.2.1.2)
- Incorporated innovation into Peel Business Park via a solar array and battery storage microgrid led by a private consortium (1.1.1.3)
- Secured government investment into major road infrastructure including Tonkin Hwy Extension and Pinjarra Heavy Haulage Deviation (1.2.1.1d)
- Undertook a competitive and comparative analysis of the Peel Equine industry (1.1.1.6)
- Delivered \$850,000 of Regional Economic Development grants across the region to drive economic growth in the food, tourism and manufacturing industries (1.1.1)
- Facilitated capacity building of local businesses and influenced the design of procurement processes to achieve success of \$9.4m of government contracts awarded to Peel businesses and the community sector (1.1.1)
- Conducted registration of interest process for the East Keralup land holding to ascertain private and public sector interest in future site development and diversification opportunities (1.2.1.1d)
- Completed the Ranford Water Capacity project in the Shire of Boddington. This will allow subdivision of land in Ranford for a range of residential and lifestyle lots as well as assisting in the future improvement of the overall water supply to Wandering (1.2.6.1c)

### In 2019-20, in collaboration with our network of stakeholders we will:

- Continue investment into the Peel Business Park and facilitate positive local content outcomes in the implementation of physical infrastructure (1.2.1.3 & 2.2.1.2)
- Undertake regional transport modelling (1.2.1.1d)
- Develop a regional investment prospectus to build the Peel region's readiness to attract private investment (1.2.1.1d)

# 2.0 AGRICULTURE AND FOOD INNOVATION



## OUR GOAL TO 2050

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

## OBJECTIVES

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

### Regional networks have:

- Secured funding for the Peel Agri-Innovation Precinct within the Peel Business Park (2.1.1.2c)
- Supported the development of a regional growers group (2.1.1.2)
- Peel is a key participating region in the federal 10 year Future Food Systems Cooperative Research Centre project (2.2.1.2)
- Peel Integrated Water Initiative project partners have worked with industry to determine potential for environmental benefits using locally available natural materials for soil amendment. Early results are showing to be very positive with a strong potential to utilise an improved blend of soils to significantly improve its phosphorous retention capability.
- Progressed the Australian Research Council Linkage Project – Balancing estuarine and societal health in a changing environment to investigate the ecosystem services of the Peel-Harvey estuary system (2.1.1.2d)
- Commenced the Greening the Peel-Harvey Landscape for Farming, Fodder and Fauna project to increase awareness and adoption of land management practices that improve and project the condition of soil, biodiversity and vegetation. (2.1.1.1)

### Regional networks during 2019-20 will:

- Seek funding for the Peel Integrated Water Initiative Stage 2, Peel Agri-innovation Precinct Grants Program, and outer metropolitan food hubs (2.1.1.2)
- Finalise design, secure key partners and determine operating structure for the Peel Agri-innovation Precinct (2.1.1.2)
- Undertake plant trials and development of technology in Peel of a closed loop manuka ecosystem. (2.1.1.2c)
- Develop and opportunities plan and deliver pilot projects through the Peel Growers Hub (2.1.1.2a)

# 3.0 TOURISM EXCELLENCE



## OUR GOAL TO 2050

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

## OBJECTIVES

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

## Regional partners have:

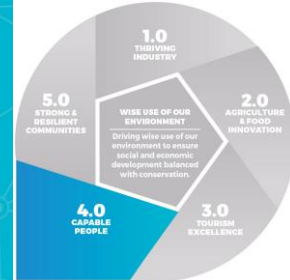
- Developed and commenced implementation of the Peel Tourism Infrastructure Investment Framework including facilitating a tourism industry roundtable with investors (3.2.1.8)
- Finalised the Peel Regional Trails Strategy and Local Trail Plan for each LGA which identifies significant trails tourism opportunities for the region (3.1.1.2)
- Commenced construction of the Dwellingup Trails Hub with Pump Track and Skate Park completed (3.2.1.1)
- Built a significant digital asset library for Peel to increase brand awareness, encourage investment and development, improve visitation and increase the overall market share for the region (3.2.1.1)
- Established a range of tourism businesses throughout the region including Mandurah Pirate Ship, Ferndale Springs, Pinjarra Horse and Wagon Trails (3.2.1.2)
- Secured Regional events including Adventurethon and Grapefest, Ulysses national event secured for 2021 (3.2.1.7)
- Hosted the Australasian Police and Emergency Services Games with an economic impact for WA of \$6.1m. 3341 participants from six countries competed in 2000 events in 50 sports at 28 venues over seven days (3.2.1.7)
- Launched the Peel craft beer and wine trail (3.2.1.4)

## Regional partners in 2019-20 will:

- Continue to collaborate to secure funding for cross regional trails (3.2.1.8)
- Work with local elders to investigate development of a memorial for the Pinjarra Massacre site (3.2.1.2)
- Implement the Tourism Infrastructure Investment Framework (3.2.1)



# 4.0 CAPABLE PEOPLE



## OUR GOAL TO 2050

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

## OBJECTIVES

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

## Regional stakeholders have achieved the following outcomes:

- Peel Bright Minds have participated in 11 community festivals around Peel with engaging ESTEAM activities for all ages; facilitated Peel ESTEAM Champion Teachers' network; delivered an additional 20 ESTEAM events including talks, shows, workshops and the ESTEAM awards. More than 40 volunteers have contributed their time and skills to Peel Bright Minds with a formalised volunteering program developed in 2019 which provides ongoing skill development opportunities for the volunteering team. (4.1.1.1)
- Developed a concept and feasibility study for the development of a Mandurah Culinary Science School (4.2.1.1)
- Hosted Peel Employment Expo enabling the workforce to explore a range of employment opportunities (4.2.1.2c)
- Hosted an Educators Forum to discuss future workforce requirements and explore how these can be developed within our local schools (4.2.1.2b)
- Continued provision of a space for the community & businesses to operate, collaborate and co-create through Make Place in Mandurah and developed The Courthouse in Pinjarra (4.1.1.1)
- Established the Peel Capability Alliance to facilitate the availability of an educated and high skilled community

## During 2019-20 stakeholders will:

- Seek funding for enabling education and training infrastructure in the region (4.2.1.1)
- Release the Peel Regional Labour Market Review and develop strategies to ensure provision of skilled labour (4.1.1.2a)
- Advocate for funding for an Aboriginal Rangers Program to be established in our region to build capacity, technical skills and employment opportunities in land and waterways management. (4.2.1.2c)

# 5.0 STRONG AND RESILIENT COMMUNITIES



## OUR GOAL TO 2050

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

## OBJECTIVES

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

## Regional communities have:

- Gained funding for improved health facilities (5.3.1)
- Engaged with the aged care sector to facilitate industry growth and quality service provision (5.2.1)
- Implemented \$3.8m of Regional Grants Scheme, \$1m Community Chest Fund and \$2m Local Project Local Jobs grants across the region including Bortolo Park Northern Reserve Lighting, Tickner Reserve upgrade, Falcon Volunteer Fire and Rescue Service upgrade of training facilities, Madora Bay BMX Track development, an Falcon Men's Shed facilities and equipment upgrades (5.3.1)
- Implemented an Aboriginal and Torres Strait Islander Mental Health programs in the Shires of Murray and Waroona with a number of activities undertaken in 2018-19 under the guidance of local advisory groups (5.3.1.4)
- Established a Dwellingup Futures Stakeholder Working Group to develop a strategic intent for the town's future growth, considering a range of possible growth scenarios and developing the Dwellingup Futures Roadmap

## During 2019-20 we will collaborate with regional communities to:

- Monitor Regional Grants Scheme, Community Chest Fund and Local Projects Local Jobs grants
- Explore the development of a Health and Wellbeing Taskforce to facilitate alternative health model trials aligned with the Sustainable Health Review (5.3.1)



## Peel Development Commission

45 Mandurah Terrace (PO Box 543)  
Mandurah Western Australia 6210

Phone: (08) 9535 4140

Fax: (08) 9535 2119

Email: [blueprint@peel.wa.gov.au](mailto:blueprint@peel.wa.gov.au)

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