

# peel

PROGRESSIVE | PROSPEROUS | DYNAMIC

**Innovation**  
in food &  
agriculture

**Tourism  
diversity:**  
driving economic  
input and job  
creation for the  
region

**Marradong  
Country**  
on the tourism radar





# In this issue

<b>CHAIR'S WELCOME</b>	<b>1</b>
<b>CEO'S MANAGEMENT REPORT</b>	<b>2</b>
<b>MICROGRID TO POWER JOBS GROWTH IN THE PEEL</b>	<b>3</b>
<b>FUTURE FOOD SYSTEMS CRC</b>	<b>4</b>
<b>AGRI-INNOVATION PRECINCT</b>	<b>8</b>
<b>TRAIL DEVELOPMENT IN THE PEEL</b>	<b>10</b>
<b>2019 PEEL LABOUR MARKET REVIEW SNAPSHOT</b>	<b>16</b>
<b>REGION IN FOCUS: SHIRE OF WAROONA</b>	<b>20</b>
<b>MARRADONG COUNTRY TOURISM INITIATIVE</b>	<b>28</b>
<b>PRODUCER IN FOCUS: HALLS FAMILY DAIRY</b>	<b>34</b>
<b>EQUESTRIAN DIVERSITY IN THE PEEL</b>	<b>38</b>



Cover: Riverside Heartwalk, Lake Goegrup. Image: Courtesy of Visit Mandurah and Russell Ord Photography



## Peel Development Commission

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

Phone: (08) 9535 4140

Fax: (08) 9535 2119

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

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

[www.facebook.com/  
peeldevelopmentcommission](https://www.facebook.com/peeldevelopmentcommission)

[www.linkedin.com/company/peel-  
development-commission](https://www.linkedin.com/company/peel-development-commission)

## Disclaimer

The Western Australian Government is committed to quality services to its customers and makes every attempt to ensure accuracy, currency and reliability of the data contained in these documents. However, changes in circumstances after the time of publication may affect the quality of this information. Confirmation of the information may be sought from originating bodies or departments providing the information.



Department of  
**Primary Industries and  
Regional Development**

## Peel Development Commission Board

**Ms Paddi Creevey** OAM Chair  
**Mr Alan Cransberg** Deputy Chair  
**Mayor Rhys Williams**

**Cr Michelle Rich**  
**Mrs Michelle Sidebottom**  
**Prof Andrew Taggart**

## Peel Development Commission Staff

**Andrew Ward**  
*Chief Executive Officer*  
E [andrew.ward@peel.wa.gov.au](mailto:andrew.ward@peel.wa.gov.au)

**Kathleen Butler**  
*Customer Service Officer*  
E [cso@peel.wa.gov.au](mailto:cso@peel.wa.gov.au)

**Janine Hatch**  
*Principal Officer, Economic and  
Regional Development*  
E [janine.hatch@peel.wa.gov.au](mailto:janine.hatch@peel.wa.gov.au)

**Simone Hutton**  
*Grants and Projects Officer*  
E [simone.hutton@peel.wa.gov.au](mailto:simone.hutton@peel.wa.gov.au)

**Therese Ejsak**  
*Local Content Advisor*  
E [therese.ejsak@peel.wa.gov.au](mailto:therese.ejsak@peel.wa.gov.au)

**Andrea Kelly**  
*Corporate Communications  
Co-ordinator*  
E [andrea.kelly@peel.wa.gov.au](mailto:andrea.kelly@peel.wa.gov.au)

**Wendy Muir**  
*Principal Officer Economic and  
Regional Development*  
E [wendy.muir@peel.wa.gov.au](mailto:wendy.muir@peel.wa.gov.au)

**Adrian Parker**  
*Director Economic and Regional  
Development*  
E [adrian.parker@peel.wa.gov.au](mailto:adrian.parker@peel.wa.gov.au)

**Larissa Stacy**  
*Finance and Administration Officer*  
E [larissa.stacy@peel.wa.gov.au](mailto:larissa.stacy@peel.wa.gov.au)

**Kristie Tonkin**  
*Principal Officer Industry,  
Skills and Regional Capability*  
E [kristie.tonkin@peel.wa.gov.au](mailto:kristie.tonkin@peel.wa.gov.au)

**Kylie Wilson**  
*Executive Officer to CEO & Chair*  
E [eo@peel.wa.gov.au](mailto:eo@peel.wa.gov.au)

## Publisher

**Peel Development Commission**

## Editor

**Melissa Worthington**  
*Cork and Cheese marketing + public relations*

## Graphic Designer

**Josephine Eynaud**  
*Redtail Graphic Design*

## Advertising

**Like to advertise in the next edition of Peel Magazine?**

**Please contact Andrea Kelly for further information**

E [andrea.kelly@peel.wa.gov.au](mailto:andrea.kelly@peel.wa.gov.au)

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



Tourism is such a great opportunity in the Peel not only in terms of economic input and the creation of jobs, but in terms of being able to express who we are as a region and develop ways to share that by attracting local, national and international visitors to experience what we have to offer.

We're so blessed in Peel to have such a diverse and beautiful natural environment, which puts us in a terrific position to develop our nature-based tourism offerings.

The beautiful Peel-Harvey estuary and wetlands are a natural wonder unique to our region, so preservation and conservation are paramount not only in a local sense, but for the role this ecosystem plays in a world heritage context. Education and firsthand experience are two of the best ways to create a sense of pride and ownership about our local environment and what better way to achieve this than through eco-tourism.

The Weekend Wetland Festival hosted by the Peel-Harvey Catchment Council (PHCC) is a wonderful event that coincides with World Migratory Bird Day and highlights the significance of the Peel-Yalgorup Wetlands for migratory bird populations in their annual journey from Alaska to Australia. The festival features lots of fun and incredibly interesting activities over a weekend that both celebrates and educates on our wonderful wetlands.

Sarah Way from Ways to Nature is also contributing to the awareness and appreciation of our local environment with guided walking tours through the Creery Wetlands, Samphire Cove and Len Howard Conservation Park. She is a wealth of knowledge on the birdlife of these wetlands and has partnered with Mandurah Cruises to offer more ways to experience this wonderful part of our region.

**The Waroona Agricultural Show is an iconic annual event and one that gets bigger and better with each year attracting agriculture and tourism visitors in droves.**

This year was no exception and I was particularly thrilled to meet the South West's Rural Ambassador, Mackenzie Walmsley. She is a true inspiration in her passion for educating young people on the importance of agriculture and farming, particularly in relation to food production.

Trails development in the Peel is certainly exciting at the moment

with some terrific projects and collaborations between Shires. Investment in tourism and trails infrastructure mean we can further build on the region's unique natural assets and grow Peel's reputation as a national and international trails destination.

Peel's equine industry is also a vibrant contributor to our local communities and in attracting visitors to the region. World-class events like the Alcoa International Horse Trials really puts us on the map and helps to develop Peel as the premier equine region in Western Australia. The wide array of events throughout the calendar year represents the region's many equine organisations, clubs and interest groups and contributes significantly to the prosperity of Peel.

I hope you enjoy the stories in this edition and that they inspire you to explore and rediscover some of the wonders that are available right here in our own backyard.

**Paddi Creevey OAM**

**Chair, Peel Development Commission**





# CEO's Management Report



These are exciting times for agriculture and food innovation, especially for the Peel region. The rapid increase in world food demand, plus the growing demand for food provenance, is creating growth and new opportunities in the sector.

The region's unique peri-urban location and proximity to existing export infrastructure, puts us in a strong position to take advantage of existing and emerging market opportunities and indeed to becoming a regional hub for innovation in food and agriculture.

Achieving the vision for Peel as a progressive, prosperous and dynamic region with a culture of care is underpinned by five themes that represent opportunity inherent to Peel's unique regional characteristics. Agriculture and food innovation, and tourism excellence are two of those pillars. While they may seem quite separate, the overlap of the pillars is where we find some of Peel's unique opportunities.

You only have to look to some of the stories in this edition of *Peel Magazine*

to get a feel for our region's unique flavour in agriculture enterprises and tourism experiences, and how our agriculture and food industries provide product and input to our tourism offerings.

The new Marradong Country trails are a great example of highlighting some of the region's natural assets and unique experiences, coupled with our proximity to Perth, as an exciting destination. Featuring wine, wheat and wool, natural landscapes and rural reflections, the Marradong Trails show off both Peel's agriculture and food innovation, and tourism personality.

The Peel Wine Association is another example of that unique overlap, as is Hall's Family Dairy where the hallmark of innovation is the extension of traditional methods by applying new approaches, new ideas and new technologies to achieve better and more sustainable outcomes.

The Future Food Systems CRC epitomises this way of thinking by looking at food as a whole system where research, collaboration and investment can sustainably deliver world-best quality to premium markets. Developing regional food hubs helps harness a region's characteristic strengths and inherent

opportunities, building a brand around that uniqueness.

Of course, the Shire of Murray's Agri-Innovation Precinct within the Peel Business Park will be a major enabler in agri-business in the Peel.

**The Agri-Innovation Precinct is set to become an agri-business ecosystem supporting business growth, university led research and development and access to new domestic and export markets.**

**The Agri-Innovation Precinct**  
supporting business growth.

Expressions of interest received by the Shire of Murray have demonstrated a high level of interest and support from the business community and we look forward to continued achievements and milestones as we develop this unique hub with all the benefits to the region.

The spring/summer edition of the magazine captures a few of the fantastic examples of agriculture and food innovation and tourism excellence that our region is becoming known for – enjoy. 

**Andrew Ward**

Chief Executive Officer  
Peel Development Commission





# Ground breaking microgrid to power jobs growth in the Peel

DevelopmentWA has appointed a consortium led by Enwave Australia to develop one of Australia's first renewable energy microgrids to power an industrial estate, at the Peel Business Park in Nambeelup.

The microgrid will use a 1MW solar farm and 2MWh battery storage with electricity supplemented from the Western Power grid when required, to power DevelopmentWA's 120ha lot within the park.

The microgrid is an innovative solution to the high costs of extending the mains grid into the estate, and will speed up the development of industrial land and development opportunities for the Business Park delivering much needed jobs to the region.

The microgrid will make it possible for 1862 jobs to be created in DevelopmentWA's first 120ha lot, with a further 2,000 local jobs once the park is fully built out.

The Peel Business Park has the potential to inject around \$1 billion into the State's economy each year.

In addition, the microgrid will offer businesses looking to relocate into the park cost savings of around 30% versus regulated bundled electricity tariffs.

To meet the increasing power needs of the Peel Business Park as it grows, the operator can lease roof space from businesses to install a network of solar panels that will feed additional energy into the microgrid.

**The microgrid is scalable and is expected to extend beyond DevelopmentWA's current landholding within the Peel Business Park with potential uptake from interested neighbouring landowners.**

The microgrid is being developed, owned and operated by a consortium comprising Enwave Australia, a leader in the ownership and operation of precinct energy solutions, Western Australian renewables specialist Sunrise Energy Group, and Synergy.

The Peel Business Park is a core element of the Transform Peel initiative supported by the State Government's Royalties for Regions program. Transform Peel continues to deliver major economic opportunities and jobs for the Peel region.



Peel based Wormald Civil have now started the \$13 million subdivision works for Stage 1 of the Business Park having completed the initial bulk earthworks.

DevelopmentWA's Peel Business Park is a flagship development of the Industrial Lands Authority (ILA). The ILA is facilitating innovative development of the first stage of industrial lots for the Peel Business Park in Nambeelup, bringing together government agencies responsible for infrastructure, planning, development and job opportunities to make it easier to access and develop industrial land in WA.

## MORE INFORMATION

**To register your interest in future Stage 2 lots, please contact Phil Melville on 0488 203 088 or Jarrad Grierson on 0413 242 240 from CBRE to discuss your requirements.**





# Future Food Systems CRC:

expanding the market for premium food in Peel



Professor Jeremy Nicholson

**WORDS & IMAGES** | Merran White,  
Future Food Systems CRC

From cutting-edge precision nutrition products to high-tech regional food hubs, the new Future Food Systems CRC is set to transform the way Australia produces, adds value to and delivers food worldwide.

Imagine a future in which premium produce can be grown efficiently and sustainably, no matter what the climate, turned into in-demand value-added products, and exported safely and speedily into lucrative global markets via smart, sustainable food hubs located conveniently close to key food production areas.

The Future Food Systems Cooperative Research Centre (CRC), which launched in 2019 with a \$35 million investment from the Federal Government and almost \$150 million in cash and in-kind support from participants, aims to make all this a reality for Australia – within the next decade.

And Western Australia is set to play a key role in this exciting collaborative effort.

The new CRC is a 70-strong national consortium that includes large and smaller growers; start-ups and industry bodies; federal, state and local government agencies; and prestigious research institutions. Peel Development Commission, Transform

Peel and Murdoch University are among its contingent of WA partners.

## Size of the prize

The new CRC aims to play a significant role in achieving the federal government's goal of near-doubling Australia's ag-sector revenue over the coming decade.

**“Australia has huge potential to become an export leader for trusted fresh food and advanced nutritional goods,” notes UNSW’s Professor Cordelia Selomulya, Research and Commercialisation Director of the CRC.**

“By some estimates, agricultural products will soon overtake mining as our biggest export income.

“The CRC is ambitious because we don’t just want to focus on one aspect of food; we want to look at, and vastly improve the efficiencies of, the whole system.”





The new ANPC at WA's Murdoch University, officially launched on 4 October 2019, is led by world-renowned phenomics pioneer, Professor Jeremy Nicholson, with an elite team of scientists, including the WA Premier's Fellow in Phenomics Professor Elaine Holmes, and WA Premier's Early to Mid-Career Fellow Dr Ruey Leng Loo.

David Eyre, CEO of the CRC, says that increased collaboration across the supply chain and between industry, government, community and research bodies is critical to building scale in premium export markets.

"The future food systems we envisage will be joined up from farm to consumer with a high degree of transparency and trust, with farmers, processors, logistics firms, government regulators, all collaborating to deliver world-best nutrition and quality," he explains.

"Other leading food nations have demonstrated that smart regional specialisation is key to both brand and premium — our research will help Peel, and other participant food hubs around Australia, zero in on market categories and goods their regions can most sustainably produce and build high-value markets for.

"Growing the right thing is not enough. The whole system and the enabling environment — planning schemes, transport, sustainable water and energy infrastructure, and so on — need to be aligned in ways that remove barriers to investment and support progressive firms in working together."

### **Murdoch University and the new CRC**

Collaboration is the name of the game, and the CRC's research team is drawn from six universities, including WA's Murdoch and The George Institute for Global Health at UNSW.

### **A trio of cutting-edge institutes on the Murdoch campus – Food Futures Institute; Health Futures Institute; and The Harry Butler Institute – will participate in CRC research.**

"Together, these institutes provide a unified story around the critically important nexus of food, health and the environment," explains Professor David Morrison, Deputy Vice Chancellor, Research & Innovation at the university.

"The CRC is about creating better future food systems. You can't produce good food without a good environment, and you can't be healthy without good food.

"One of the great things about this CRC is how complementary the skillsets of its research teams are," says Morrison. "We're keen to build new coalitions to help Australia achieve ... a dramatic increase in food value-adding capability."

CRC partners also stand to profit from Murdoch University's relationship with key Chinese institutions, quarantine and biosecurity.

"We're hopeful that these can benefit members of the CRC as we explore and develop new markets for Australian produce," Morrison says.

### **Transforming Peel into a 21st-century food hub**

An important objective of the CRC is the creation of high-tech regional 'food hubs' across Australia. As CRC







participants, the Peel Development Commission and Transform Peel will work with local food producers, processors and hospitality providers, logistics and transport experts, and partner research institutions to develop a smart, connected food hub in the region.

"Murdoch Uni has a long and demonstrable commitment to the Peel region," says Morrison. "Working with the PDC in delivering this positive outcome with the CRC, and marrying world-leading science with great industry partners ... will make a tangible difference in the region."

Murdoch trade expert David Doepel envisages the Peel as part of a thriving food tourism ecosystem showcasing the region's fine produce, particularly to Asian visitors.

### **Advancing personalised medicine and 'precision nutrition'**

A key focus of the new CRC is value-adding — and one way to do that is via the development of precision nutrition products for use in the lucrative emerging field of personalised medicine. The brand-new Australian National Phenome Centre (ANPC) at Murdoch University will be a big part of that effort.

Opened in October 2019 and dubbed "the most significant health research collaboration ever realised in WA", ANPC is Australia's first dedicated metabolic phenotyping laboratory and the most advanced lab of its type on the planet.

Helmed by world-leading phenomics pioneer Professor Jeremy Nicholson and an elite research team, the multi-million-dollar lab — which

"The launch of the ANPC greatly expands what the university can do in terms of understanding the molecular nature of food, and its importance for human health," he says.

"In particular, we're interested in the relationship between food, the gut microbiome and human health. This is the new frontier of understanding nutrition, and the university can deliver world-leading science in this arena."

ANPC's collaboration with the CRC will enable it to turn research results into real-world applications.

With increasing interest in personalised medicine among Asia's burgeoning elite and across the West, the market for precision nutrition food products is, potentially, huge, says Eyre.

"As consumers increasingly come to see food as medicine, Australia is very well placed to supply Asian markets for trusted goods in health-related categories."

Categories targeted by CRC grower and manufacturing participants range from provenance-verified whole foods — 'organic' foods — to advanced precision-nutrition products, personalised to individual needs.

Whatever the product, smart, sustainable production systems, provenance protection and demonstrating the scientific validity of claims is critical to building the brand and commanding premium, says Eyre.

"The scientific, medical and engineering research capability we are bringing to the future food industry, coupled with the backing of our government partners in areas like planning, infrastructure and trade, we hope will help lay the foundations for significant economic growth and job creation in regional and peri-urban Australia."

### **MORE INFORMATION**

**Contact Merran White, Future Food Systems CRC, [merran.white@futurefoodsystems.com.au](mailto:merran.white@futurefoodsystems.com.au) or visit:**

- **Murdoch Uni institutes**  
[www.murdoch.edu.au/research/institutes-centres](http://www.murdoch.edu.au/research/institutes-centres)
- **Australian National Phenome Centre**  
[www.murdoch.edu.au/research/institutes-centres/health-futures-institute/australian-national-phenome-centre](http://www.murdoch.edu.au/research/institutes-centres/health-futures-institute/australian-national-phenome-centre)



**"Regarding the expansion of WA markets, we have to look north," Doepel contends. "Our growth is in Asia, so understanding foods for the Asian palate is critical."**

"As food is one of the hallmarks of any region, we'd hope that is a focus when tourists come to WA, as they are increasingly doing. Over the 10-year course of the CRC, we think the capacity for that will happen — which will make a real difference to the WA dining experience and can only benefit tourists' experience of the state."

is linked with similar labs around the globe — houses the Southern Hemisphere's largest collection of mass spectrometers. ANPC scientists will use these to analyse biological samples on a mass scale to pinpoint the causes of disease.

ANPC's research is set to revolutionise our understanding of the world's most significant health challenges, including cancer, diabetes, obesity and dementia, providing a roadmap for people seeking to live longer, healthier lives.

Professor Nicholson, Pro Vice-Chancellor, Future Health at Murdoch University and ANPC director, is passionate about its potential.



# Preston Beach Community Centre *opens*



WORDS & IMAGE | Kelly Nottle,  
Shire of Waroona

## Connecting the community

Increasing the capacity of the centre means the facility will now be able to accommodate events for up to **200 people**, providing a valuable resource for connecting the community.

The wonderful facility is also available for private and corporate hire through the Preston Beach Progress Association, along with being a centre for visiting health services and practitioners.

The newly constructed Preston Beach Community Centre was opened on 6 September 2019, by Waroona Shire Councillor Noel Dew, Andrew Hastie MP, Robyn Clarke Murray-Wellington MLA and Judy Carroll with more than 80 guests celebrating the occasion.

The new Community Centre designed by MCG Architects is a modern design and boasts a modern open hall, meeting room, kitchen, storeroom, and ablutions. The Community Centre will bring economic and social benefits to the close knit community of Preston Beach.

The Preston Beach Progress Association have wasted no time in promoting and utilising the facility, hosting a number of activities which encourage an active, healthy lifestyle and to socially engage the community.

A snippet of the activities you will find at the Community Centre include: carpet bowls, pilates, Christmas in July, yoga, craft groups and holiday activities.


Preston Beach currently has around 250-260 permanent residents and

this increases to as many as 2,000 day visitors during the summer months, making the Community Centre incredibly important.

**Not only does it provide a venue for meetings and events, but also offers office space for community members and visiting services, as well as functioning as an evacuation centre during fire emergencies.**

The new centre features more bookable office space, which is conducive to the collaboration and community building that comes with shared space, and the centre now also allows disabled access making it more readily accessible to more of our community members and visitors.

The centre is managed by the Preston Beach Progress Association and the upgrade in facilities was made possible with funding support from the Australian Government's Building Better Regions Fund, the State Government's Royalties for Regions program and Local Projects Local Jobs, Lotterywest, the Shire of Waroona, and the Alcoa Waroona Sustainability Fund.

This centre will now provide the Preston Beach community an adequate and innovative space that is able to meet a range of this community's needs. 

## MORE INFORMATION

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





# Agri-Innovation Precinct

*on its way to opening in 2022*

**WORDS & IMAGES** | Shire of Murray

The future is brighter for the region's youth, entrepreneurs, start-ups and existing business including producers, as planning progresses for the Agri-Innovation Precinct in Transform Peel's Peel Business Park in Nambeelup.

In June, a project manager was appointed to oversee the delivery of the Shire of Murray owned facility.

The project manager is also sitting on the committee overseeing the design of the Bushfire Centre of Excellence, to optimise synergies between the Centre and the Precinct.

Over 20 submissions were received by the Shire from individuals, entrepreneurs and small and major enterprise, in response to an expression of interest opportunity.

An interim program is being considered to gain momentum in order to progress a selection of submissions for inclusion in the Precinct once open, to pioneer the opportunities on offer. The Shire of Murray and Peel Development Commission are working together in the establishment of the program and funding is currently being sought.

**An Enterprise Support Program is also being negotiated with the Australian and State Governments.**

This will include small business support, export advice and a grant voucher scheme to enable access to research and product development facilities, equipment and expertise for SMEs and start-ups.

At the September Council Meeting, Shire of Murray Councillors provided in principle support for lease arrangements with prospective tenants ManukaLife, Fund Singapore and Murdoch University. Agreements to lease are being finalised.

The appointment of the project's design architect was also realised in September, with the Shire of Murray selecting i2C Architects as the preferred proponents. Building plans, designs and costings are currently being progressed and equipment requirements determined, in consultation with the project manager and foundation tenants.

Subject to final designs and costings, which are anticipated by early 2020, the Precinct will house university-led science laboratories, food product research and small batch production facilities, offices and co-working spaces, business incubator facilities, cold and dry storage facilities, meeting rooms, café and public presentation areas.

Construction is on track to commence in early to mid 2020, which aligns with the delivery of stage one lots, with Precinct occupation anticipated for early 2022.

**Agreements**  
to lease are being  
finalised.







The Agri-Innovation Precinct is establishing an eco-system of existing business, entrepreneurs, start-ups, common-use infrastructure, scientific research, product and business development support and access to new domestic and export markets.

The Precinct will broaden Peel's economic base by competitively positioning enterprise product development and production primarily for international markets, especially in the Agtech, IT and Food and Beverage sectors.

It will be a cooperative research and development establishment, providing access to expertise and new technologies to test and build new products and will help secure the long-term sustainability of Murray and beyond.

On site at the Peel Business Park, the Royalties for Regions funded infrastructure works are continuing to be delivered by DevelopmentWA with the electrical trunk infrastructure being the installation of underground cable from Pinjarra to the Business Park complete.

Bulk earthworks for the first stage of industrial development are also complete.

Following the award of the next civil construction works contract to Peel-based contractor Wormall Civil, works have now commenced on the subdivision of stage one, with road and services upgrades to Gull and Lakes Roads as well as improvements to outfall drainage for the Park to follow.

Majority of stage one lots released to the market for sale are under contract, with DevelopmentWA now taking expressions of interest for stage two.

In September, the Enwave Consortium was appointed by DevelopmentWA as the successful proponent to develop, own and operate a renewable energy industrial microgrid within the Park, the first of its kind for an Australian industrial park.

The microgrid is an innovative and cost effective solution, which provides a robust and scalable renewable energy supply that expands the current electrical capacity of the local grid, in line with load demand from the Park. This solution also delivers a high content of renewable electricity

at 30% less than regulated bundled tariffs, which is expected to attract and accelerate the uptake by businesses and create development opportunities that will deliver much-needed jobs to the region.

The microgrid consists of a 1 MW solar farm and a 2 MWh battery energy storage system. Additional electricity can be sourced from the Western Power grid as required.

**The Shire's Agri-Innovation Precinct will be one of the first developments within the Park to be powered by the innovative microgrid system.**

These progressive projects are contributing significantly to the economic viability of the region. Through increased job, training, business growth and diversification opportunities, spending in local communities and external revenue streams, the future is bright for Peel.

The Agri-Innovation Precinct and Peel Business Park developments are supported by funding from the Australian Government's Regional Growth Fund.

#### MORE INFORMATION

**For further information contact Shire of Murray phone (08) 9531 7675 or email [med@murray.wa.gov.au](mailto:med@murray.wa.gov.au)**







# Trail development in the Peel

**WORDS** | Peel Development Commission  
**IMAGES** | Visit Mandurah and Russell Ord Photography

It's no secret that the Peel region boasts a stunning and diverse natural environment with geological features and unique ecosystems, making the growing popularity in trails tourism a significant opportunity for economic growth.

Positioning the region as an iconic trails drawcard and building a critical mass of tourism and trails infrastructure, will deliver cross-regional economic benefits and create jobs. Western Australia has seen exponential growth in participation in outdoor recreational activity increasing demand for access to quality trails in close proximity to the main population base in Perth and Peel. This trend is in line with global trends which show a growing adventure tourism market, presenting an additional opportunity to attract international visitors to the Peel.

The vision for trails in the Peel, as defined in the *Regional Investment Framework*, is of supporting Peel as a tourism destination with a corridor of natural and built attractions that create an epicentre for walk trails, mountain bike trails, horse riding trails and adventure centres.

Linking trails across the region and between regions, as well as

creating central hubs providing public amenities, information points, camping facilities and gathering points means more people using our trails network with greater community, social, cultural, economic, environmental, health and wellbeing outcomes.

Capitalising on its iconic landscapes and variety of trail experiences from scarp to sea, the Peel region attracts tourism visitors, adventure seekers and trails enthusiasts for day visits, short breaks and extended holidays.

**With the development of Peel's trails infrastructure, more visitors will be able to enjoy the full range of quality trails and associated activities.**

These include mountain biking, hiking, running, bush-walking canoeing and four-wheel-driving, as well as incorporating heritage, food and wine and eco tourism opportunities unique to Peel.

Trails are economic development engines for local economies and businesses. Evidence from around the world cites the long-term benefits of trails and more specifically trail hubs, in creating jobs, contributing to sustainable economic growth and helping to grow stronger communities.







# Trails....

## 1. Dwellingup National Trails Centre Project and Dwellingup Adventure Trails

In the heart of the Peel region, Dwellingup is well on its way to becoming a key town in WA's trails network. The redevelopment of the History and Visitor Centre into a Trails and Visitor Centre will provide a central meeting place for trails users with a range of trail associated facilities and amenities. The addition of a Hotham Valley Tourist Railway viewing platform overlooking a turntable, is better positioning the town's rail trails as a central feature of Dwellingup's tourism offering.

An adjacent pump track and skate park were opened in April 2019 and an attractive central walkway that connects the various components along with associated landscaping including barbeques and shelters, will complement the redevelopment of the Centre.

The Dwellingup Adventure Trails project will see significant investment in trails infrastructure with upgrades to mountain bike trails and the Captain Fawcett 4WD Track, canoe access points along the Murray River and a suspension bridge.

## 2. Byford Trail Centre

The Byford Trail Centre is the top priority trail for the Shire of Serpentine Jarrahdale. Situated on the western edge of the Darling Scarp, the Wungong Trail is renowned for its dramatic slopes, gorges and seasonal waterways providing spectacular views over Perth City and the Swan Coastal Plain. Development of the Wungong Trail Centre represents economic potential, tourism opportunity, value of the trail experience and demand with the rapid growth of the Byford population. Such a significant population growth will result in an increased demand in both unstructured and organised recreational and tourism opportunities.

## 3. Sea to Scarp Trails

The Shire of Waroona has teamed up with the Shire of Murray and has a vision of becoming an integral part of the Overall Peel Trails Initiative. The Shire has the capability to provide a range of recreational and adventure activities which would attract visitors not just to the Shire, but to the Peel region.

The Peel Regional Trails Strategy 2019 identified sea to scarp trails in the Waroona area of Peel, including bushwalking, urban walking, trail running, mountain biking, cycling, equestrian, paddling, four-wheel driving and trail biking. Two priority trail opportunities for the Shire of Waroona include;

- A shared use trail linking Lake Navarino to Drakesbrook Weir (with linkages to the Bibbulmun Track and Munda Biddi Track)
- A cycle trail linking Waroona and Hamel

## 4. Peel – Yalgorup Wetlands Trails

The Peel-Yalgorup Wetlands Trails is comprised of two inter-related elements – the Yalgorup National Park and the Peel-Harvey Estuary trails. A partnership between the Department of Biodiversity, Conservation and Attractions (DBCA) and the City of Mandurah, is developing a Yalgorup National Park Recreational Master Plan to identify and map suitable nature-based tourism activities within and adjacent to the Yalgorup National Park. It will also provide a detailed analysis of the infrastructure investment required to enable new nature-based tourism development within the Park.

## 5. Hotham Valley Rail Trail

As recommended in the *Peel Regional Trails Strategy 2019*,

the Hotham Valley Rail Trail will connect the Eastern most point of the Peel

region and create a trails link and visitor flow between Dwellingup and Boddington via

the rail reserve, as well as providing Boddington

with a connection to the Bibbulmun Track. Additionally, this regionally significant trail will provide trail users coming to the Peel region from the Albany Highway with a more diverse trails option. This new trail and connection is the top priority trails initiative for the Shire of Boddington.

**MORE INFORMATION**  
Visit [www.trailswa.com.au](http://www.trailswa.com.au)

### Peel

an epicentre for walk trails, mountain bike trails, horse riding trails and adventure centres.





# Ava good weekend!

Wetlands  
Weekender  
festival

**WORDS & IMAGES** | Peel-Harvey  
Catchment Council

The Peel-Harvey Catchment Council (PHCC) recently hosted the inaugural Wetlands Weekender, a mini festival that celebrated the wonders of our Peel-Yalgorup Ramsar Wetland System, which includes the Peel-Harvey Estuary, the freshwater Lakes McLarty and Mealup and the string of 12 saline Yalgorup Lakes including Lake Clifton and Lake Preston and the amazing wildlife that inhabits these waterways.

The festival program ran from 11th to 13th October and included a variety of fun activities including an art exhibition, birdwatching, cultural storytelling, a citizen science event, a movie night, children's activities and a wetland tour with Mandurah Cruises.

The festival was planned to coincide with World Migratory Bird Day, which this year fell on Saturday 12th October for the southern hemisphere. This date is significant for the Peel-Yalgorup Wetlands as it aligns with the beginning of the migratory bird season.

**Every year, hundreds of thousands of birds make the epic journey from as far away as Alaska and Siberia to Australia, a staggering distance of up to 12,500km, where they will spend the summer months before making the return trip.**

PHCC partnered with businesses, community organisations and local government with funding from the Australian Government's National Landcare Program to bring the festival program together. Special activities themed around the beautiful, rare and endangered birds of the wetland were therefore the centrepieces of the festival.

"We plan to build this festival over the coming years into a program that attracts not only locals but visitors to our region. Next year is a significant year for the Peel-Yalgorup Wetland site. It will be 30 years since the site has been listed as wetland of international significance under the Ramsar Convention and the festival will be a fantastic way to celebrate this milestone and our incredible wetland," said Caroline Knight, Chair of PHCC.

## Wonders of the Wetland

Wonders of the Wetland, gave kids and adults alike the chance to see what lives in and on the amazing Peel-Harvey estuary. Held at the Nairns bird-hide at the end of Peel Parade Coodanup, people gazed through binoculars at the birds and through microscopes at the tiny invertebrates that live in the estuary. Ornithologist (bird expert), Bill Rutherford helped attendees identify the birds, many of which may have just arrived from Siberia while Noongar community leader Theo Kearing joined in the celebrations and told dream time stories of the wetland.



## Overwintering and Flyway

The launch of the Overwintering Exhibition, held at the Mandurah Performing Arts Centre was the star event of the Wetlands Weekender Festival, showcasing two art projects themed about the migratory shore birds. The Overwintering Project and The Flyway Print Exchange Project featured over 150 works from local, national and international artists celebrating shorebirds and their wetland habitat. The exhibition will continue until 24th November.



## The flock

Over 50 children and families joined this fun art activity, painting 200 wooden cut-out stencils of shorebirds depicting the birds that make the miraculous return journey between the Arctic and Australia each year. An amazing feat considering some are so very tiny, like the Red-necked Stint, which only weighs about 25g, similar to a Tim Tam biscuit. The painted flock helped raise awareness of our migratory shorebirds by becoming a travelling art installation that 'migrated' to different parts of Peel-Harvey Estuary over the course of the Wetlands Weekender Festival.







**Pave the Way**  
is an annual  
community clean-up  
that has been running  
since 2014.

## Pave the Way

Pave the Way is a community Clean-Up Event that has been running each year since 2014. The event clears the Coodanup Foreshore of litter to pave the way for migratory shorebirds which arrive on the shorelines of the Peel-Yalgorup Wetland System at this time of year. Over 50 people came down to Coodanup and worked in pairs to collect and audit litter. The data collected will later be entered into the Tangaroa Blue Marine Debris Database where it will be used to understand the level of litter contamination of a site and identify effective means to reduce the litter.

## Wetland Boat Tour

The Wetland Boat Tour was a perfect end to the Wetlands Weekender. Attendees spent a sunny Sunday afternoon exploring the various wetland locations on board Mandurah Cruises Dancing Dolphin. Tour guides Kallan and Marlon Nannup immersed attendees in stories from the local indigenous culture. Zoologist Sarah Way and Peel-Harvey Catchment Council's Science Advisor Steve Fisher shared information on the wetland wildlife and the international significance of the Peel-Yalgorup System which is listed under the Ramsar Convention as a Wetland of International importance. Many birds were spotted including Ospreys, Red-necked Stints, Whimbrels, Grey Plovers and even an endangered Eastern Curlew. 🦅







## Movie night

The Wetlands Weekender Movie Night was scheduled to celebrate World Migratory Bird Day — **Saturday October 12th**. This year's World Migratory Bird Day was dedicated to highlighting the problem of plastic pollution. 'Protect Birds: Be the Solution to Plastic Pollution'. The film *Albatross* was screened at Make Place. This highly provocative film that conveys the heartbreaking consequences of plastic litter on seabirds. The film was followed by a discussion on current conservation projects operating within the Peel-Harvey and ways for community to get involved and be part of the solution.



### MORE INFORMATION

This project is supported by Peel-Harvey Catchment Council through funding from the Australian Government's National Landcare Program.

Phone (08) 6369 8800 or visit [www.peel-harvey.org.au](http://www.peel-harvey.org.au)

We acknowledge the Noongar people as Traditional Custodians of this land and pay our respects to all Elders past and present.

# Peel Investment Seminar

As Peel's population continues to grow, it's encouraging to see small business, start-ups and entrepreneurial endeavours flourish in the region.

This sector represents enormous opportunity to diversify and strengthen our local economy and contribute to a prosperous future for coming generations.

### The Peel Investment Seminar aimed to introduce new investment pathways to support business through private funding and finance options.

In partnership with Economic Development Australia, the Peel Development Commission hosted the seminar to provide businesses in our region an overview of private equity funding options that are currently available in Western Australia, as well highlighting examples of how different funding methods have supported business incubation.

With a panel discussion led by Economic Development Australia's Ian Martinus, Director of the WA

AustCyber Node, the current funding landscape was explored and case studies that reflect funding mechanisms were examined presenting this information in the most practical and accessible way.

The seminar included an impressive list of guest speakers with an invaluable breadth of experience and knowledge including;

- Ian Martinus — WA AustCyber Node (panel facilitator)
- Asher Vukelic — South West Angels
- Kylie Hansen — Impact Seed
- Tash Ayers — Agristart Pty Ltd
- Roban-Lynne Clarke — AusIndustry
- Katie Bawden — Department of Primary Industries & Regional Development
- Paddi Creevey — Peel Development Commission

### MORE INFORMATION

[www.peel.wa.gov.au/event/peel-investment-seminar](http://www.peel.wa.gov.au/event/peel-investment-seminar)





# 2019 Peel Labour Market Review snapshot



**WORDS** | Peel Capability Collaborative & Department of Training and Workforce Development

**IMAGES** | Peel Capability Collaborative

The Department of Training and Workforce Development (DTWD) have recently completed the *Peel Labour Market Review* which aims to inform DTWD, TAFE colleges, industry and community stakeholders about current and future labour market trends, current attraction and retention issues being experienced by employers and education and training issues.

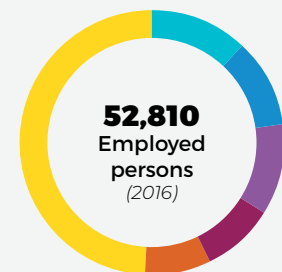
The methodology utilised to undertake the review included desktop research, interviews with employers and key stakeholders, document and interview analysis, validation of preliminary findings and preparation of the report.

## Key review findings

- Industry diversification is required in order to meet the needs of a rapidly growing population and support future economic growth in the region.
- Employers across a wide range of industry sectors reported difficulty in finding suitably skilled and experienced workers from the existing pool of local people.
- Common recruitment issues cited were a lack of applicants with the required skills, experience and qualifications. Location and wages and conditions offered were also identified as a barrier to attracting and retaining staff.
- Many applicants lack the soft skills required, such as good communication, interpersonal, self-motivational, adaptability and teamwork skills.
- Other workforce issues include an ageing workforce, high youth unemployment, and negative perception of some industries.

## What the data shows

### Major Employing Industries



- Construction **12%**
- Retail Trade **11%**
- Health care and social assistance **11%**
- Mining **9%**
- Education and training **8%**
- Other **49%**

### Labour Force

**64,520 person**

(December 2018)

Unemployment (Dec 2018)

Peel **6.5%**

WA **6.2%**

Aboriginal unemployment (Census 2016)

Peel **21.60%**

WA **22.20%**

Youth unemployment (Census 2016)

Peel **18.00%**

WA **15.70%**

**82%**

of employers were positive about the future of their business over the next five years

**40%**

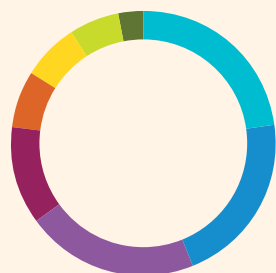
of employers experienced difficulties finding workers

**42% of 149**

occupations identified by employers in the Review were difficult to fill locally



## Types of occupations difficult to fill (ANZSCO 1 digit)



- Professionals **23%**
- Technicians and trade workers **21%**
- Managers **21%**
- Community and personal services workers **12%**
- Clerical and administrative workers **7%**
- Labourers **7%**
- Sales workers **6%**
- Machinery operators and drivers **3%**

98%

of enterprises were small businesses

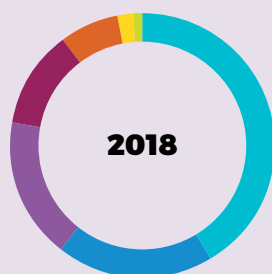
(30 June 2017)

2,072 out of 3,019

employing Peel businesses had less than four staff.

Source: ABS, Counts of Australian Businesses, including Entries and Exits, Cat. No. 8165.0

## VET enrolment by qualification



- Certificate III **41%**
- Certificate II **19%**
- Not identifiable by level **17%**
- Certificate IV **12%**
- Diploma **7%**
- Certificate I **2%**
- Adv Diploma **1%**

## How are we addressing the challenges and opportunities?

The Peel Capability Collaborative are committed to preparing Peel's workforce and shifting negative perceptions through collaborative action and storytelling. The Peel Labour Market Review provides the region with information to consider in achieving this aim and can act as a lever for communication with key stakeholders.

Reflecting on the information in the report there are already several initiatives underway aimed at addressing the key findings.

**The Mandurah Murray Employment Facilitator worked in partnership with the Department of Employment, Skills, Small and Family Business and the Peel Jobs and Skills Centre to host the Mandurah Jobs Fair in October 2019.**

This event has occurred annually for the past three years and is designed to bring together job seekers, employers, employment service providers and recruitment agencies to explore current employment opportunities in the local community. The event is a prime opportunity for employers and job seekers to connect and explore each other's expectations of work.

In the lead up to the event and on the day, the Jobs and Skills Centre provides jobseekers workshops to build their job readiness and soft skills around communication, preparedness for work and how to interact positively with employers. An example of a lead-in event is a collaboration with Vicinity to provide a Pop Up Jobs Shop at the Mandurah Forum, meeting people in the community where they are at for a passive approach to looking at how to find work, work on your resume and interview skills whilst undertaking your day to day tasks.

The Peel Jobs and Skills Centre host mini careers expos twice yearly to provide an opportunity for TAFE students, current local VET and high school students to engage with local businesses, employers and South Metropolitan TAFE lecturers about real and current training and employment opportunities across the

## Training in the Peel during 2018

## TOP 5 VET COURSE ENROLMENTS

- Certificate III in Individual Support
- Certificate III in Electrotechnology Electrician
- Certificate III in Early Childhood Education and Care
- Certificate III in Engineering-Mechanical Trade
- Certificate III in Commercial Cookery

Source: DTWD, Enrolment Statistics, 2019

## TOP FIVE APPRENTICESHIPS

- Certificate III in Engineering-Fabrication Trade
- Certificate III in Electrotechnology Electrician
- Certificate III in Engineering-Mechanical Trade
- Certificate III in Hairdressing
- Certificate III in Mobile Plant Technology

## TOP THREE TRAINEESHIPS

- Certificate III in Business Administration (Legal)
- Certificate III in Business Administration (Medical)
- Certificate III in Business to Business Sales

Source: DTWD, Western Australian Apprenticeship Management System, 2019

## APPRENTICESHIP AND TRAINEESHIP COMMENCEMENTS

259

apprenticeship and

359

traineeship commencements





Peel region. At the recent September 2019 expo, over 200 participants had the opportunity to listen to key industry speakers and meet with 11 local Peel region employers including, Spudshed, National Shipbuilding College, Carers Plus and Auxilium Resources. Students heard about training and employment pathways and linked in with employers. Peel employers connected with willing job seekers/students nearing the end of their courses with a variety of skills and had the opportunity to promote employment openings. Peel JSC staff were at the session to provide free careers, training and employment advice and assistance. The Bunnings sausage sizzle was a great success and the event continues to grow each year.

**Peel Jobs and Skills Centre works closely with schools in the Peel region and collaborates with schools and community groups to provide assistance with career, training and employment pathways, information on application processes and apprenticeships and traineeships.**


Peel Jobs and Skills Centre is partnering with the Smith Family, Department of Education, Mandurah Employment Facilitator and City of Mandurah to deliver in October 2019 the Work Inspiration Program, connecting local disadvantaged youth with inspiring work experience opportunities. Work Inspirations is a program offering career development for young people, involving a combination of hands-on experiences, career conversations between students and adults in the workforce, employability workshops and student reflections and feedback.

The Peel Capability Collaborative annually host an Educators Forum with the intent to provide local educators with information about key industry growth sectors and their skills requirements. Educators can then use this information to provide guidance in their course offering decisions and in their guidance discussions with students about future work prospects.

Peel Bright Minds is a community driven initiative to develop a curious community and build aspiration for Peel people to engage in science, technology, engineering and maths careers. This focus on building aspirations will have a long-term positive affect on lifting the skills base of the region to enable filling of those currently hard to fill occupations of manager, professionals and technical workers.

The Peel Employment Support Network facilitates collaboration amongst Federal employment service providers and State agencies such as the Peel Jobs and Skills Centre to build capability of job seekers and connections to employers. Through

exploring the challenges together, we are building the capacity of providers of service to job seekers enabling a more positive outcome for employers by collectively sharing a narrative that unifies the approach to employment capacity and capability of our region.

If you wish to join in the conversation about the Review or other workforce development concerns, please contact the Collaborative via Kristie Tonkin, Peel Development Commission. 

**MORE INFORMATION**

**Contact Kristie Tonkin, Peel Development Commission on (08) 9535 4140 or email [kristie.tonkin@peel.wa.gov.au](mailto:kristie.tonkin@peel.wa.gov.au)**



**Peel  
Capability  
Collaborative**

## Peel Capability Collaborative Brand


The Peel Capability Collaborative have recently engaged Ready Aim Fire to undertake branding to assist us in explaining and promoting our intent with stakeholders.

The logomark is designed to symbolise collaboration through the use of three 'boomerang' shapes coming together to form one entity. It is visible that the shapes could exist in separation, but together they form something more dynamic. Collaboration between industry, government and education are key to unlocking the potential of Peel's current and future workforce. This idea is central to the initiative's success and is reflected in the branding.

Through the process, the Collaborative defined its values which are reflected in the brand:

- **Collaboration** – when we commit to this cause and use

our individual strengths to solve challenges, our collective power is boundless.

- **Future thinking** – The needs of Peel's future workforce is at the heart of what we do. Behind all our actions and decisions is a strategic, innovative and long-term outlook for the future of work.
- **Empowering capacity** – We empower others to grow their capability as educators, employers and job seekers. By connecting, leading and supporting others, we allow the community to build upon strengths, grow capacity and own their future. 



# Forum to support and link local business set to shape economic growth in the Peel

The recent WA Industry Link Regional Communications Forum held in Mandurah brought together state government representatives, policy makers and local businesses in the Peel region to learn more about ways to access government contracts and was also a chance for regional representatives to provide suggestions to government.



Hosted by the Department of Jobs, Technology, Science and Innovation, in partnership with the Peel Development Commission, the forum was designed to give attendees the opportunity to learn about policies that support local businesses. It was also an opportunity to hear from state government agencies about how to access upcoming projects and initiatives throughout the Peel region and provide a setting to speak to decision makers first-hand.

Therese Ejsak, Local Content Adviser, Peel Development Commission said that, "The role of the Local Content Adviser is one of connecting, that is, a conduit between local government, state government and businesses in the Peel region to maximise the participation of our local businesses in regional supply or work contracting opportunities."

Supporting local businesses in building capacity and capability through the provision of information around government contracting and tendering processes is critical for businesses to gain an understanding of government contracting and enable them to be competitive in regional procurement processes.


**The growth of regional businesses helps create more jobs, but they need the support, knowledge and network connections to access the opportunities available.**

Paddi Creevey, Chair, Peel Development Commission, said that, "We want to make the Peel region an even better place to live, work and invest, and how we do this is by partnering with government, communities, business and industry

to identify and support projects that benefit the region. We need to think differently, work differently and collaborate differently, and we need to equip our small businesses and start-ups with the knowledge and the capability to access opportunities."

With speakers representing various state government agencies explaining their projects and contracting requirements, attendees were given a practical understanding of how to access the opportunities that exist in the Peel region as well as an update on the Western Australian Industry Participation Strategy (WAIPS).

"The more transparent and accessible these policies, procedures and opportunities are, the greater the participation rates of local business, which means more jobs, and with significant projects within the Peel, there are not only opportunities for lead contractors, but also an array of subcontracting possibilities," said Therese Ejsak.

Driving economic growth within the region by the provision of more jobs through the number of contracts awarded to local businesses relies on collaboration and working together to assist our businesses in their ability to be competitive in regional procurement processes. 

## MORE INFORMATION

**For more information, upcoming workshops and forums, support and resources, contact Therese Ejsak, Local Content Adviser, Peel Development Commission on (08) 9535 4140 or by email at [therese.ejsak@peel.wa.gov.au](mailto:therese.ejsak@peel.wa.gov.au).**





*Region in focus*

# Shire of Waroona

## Sea to Scarp

Preston Beach — Lake Clifton — Waroona — Hamel — Wagerup

**WORDS** | Kelly Nottle, Shire of Waroona

**IMAGES** | Visit Mandurah and Russell Ord  
Photography



Situated in the South West of Western Australia in the Peel region and just over an hour's drive south of Perth, Waroona is the gateway to the South and South-East stretching from the beautiful beaches of Preston Beach, coastal plains of Lake Clifton, farmlands, town centre, the hamlet of Hamel to the hills of the Darling Scarp, covering a total area of 835km<sup>2</sup>.

### **WAROONA DAM**

Used extensively for recreational activities such as water skiing and freshwater fishing.





**PRISTINE WATERS**

Local businesses adjacent to Waroona Dam; Lake Navarino holiday park and Drakesbrook Fine Wines welcome visitors that have traveled to experience the dam and surrounding trails.

**Waroona**

The Shire is home to many natural attractions offering unique experiences.

## Waroona West Bush Fire Brigade building

Currently the brigade is operated from a privately owned shed. Following the 2016 Waroona Yarloop fire, the membership of the brigade has grown to such an extent that the current facility arrangements are no longer sustainable.

The Shire of Waroona received a \$506,000 grant from the Department of Fire and Emergency Services to construct a new facility for the Waroona West Bush Fire Brigade on Coronation Road. The land on which the facility will be constructed was generously donated by a local farmer and is forecast for completion within the 2019-20 financial year.

The new facility for the Waroona West Bush Fire Brigade will provide a location for:

- Meetings of the brigade
- High-level bushfire response training for volunteer firefighters
- Storage of brigade vehicles and equipment

The Shire is home to many natural attractions, diverse environments and landscapes offering unique experiences for locals and tourists alike.

From the pristine waters of Lake Navarino and Drakesbrook Weir, Preston Beach for the ultimate fishing experience to nature experiences within Lane Pool Reserve and Yalgorup National Park — home to the region's famous Thrombolites, there are plenty of choices! Walking trails include the heritage art poles, the Waterous Loop, Munda Biddi Trail and the Hamel Wetlands Trail.

### For local artworks, there is Drakesbrook Place, Centennial Park (memorial of the Old Drakesbrook School), and the Bush Poles and Postie Poles at Preston Beach.

Waroona also boasts a variety of local industries including dairy, tourism, vegetables, grapes, viticulture, forestry, beef, and sheep, engineering, earthmoving and mining; all contributing to the diverse needs of the community as residents within the Shire.





## MURAL

The vision of local flora and fauna was brought to life with artist **Brenton See**.



## Waroona mural

In line with the Waroona Shire's commitment in supporting local business, the Town Centre Strategy is working to reinvigorate the town centre enticing visitors to explore the region and boost the local economy.

With the support of the Peel Chamber of Commerce and Industry, The Waroona Business Support Group has a vision to attract visitors with an art trail. The passion and dedication of this local group has seen beginnings of the trail with a mural on a prominent wall along the South West Highway in Waroona.

Following community consultation, the vision of local flora and fauna was brought to life with artist Brenton See commissioned to complete the work of art. Now completed with the installation of lights, it is a beautiful sight at night as well as the day.



## PLENTY TO SEE AND DO IN WAROONA

Habitat @ Hairy  
Lentil and Hairy  
Lentil Cafe and  
Lake Navarino  
Holiday Park.



## Horticulture trainee

The Shire of Waroona is in its second year of employing a horticulture trainee through SMYL Community College targeted and engaging young indigenous adults who have just completed high school and looking to transition into the horticultural industry. The Shire's participation in this program commenced in 2017 with Garreth Joss joining the Parks and Gardens team. Gareth successfully obtained his Certificate III in Horticulture and has since moved onto a FIFO role in northern WA. Replacing Garreth in 2018-19 is Waroona local, Shanelle Woods-Farmer.

Shanelle comes from an active sporting background and has accepted the challenge of the traineeship. She has been able to work with the Shire's Parks and Gardens crew where the roles vary from day to day, ranging from the maintenance of parks and gardens to projects such as laying down new turf at the Waroona Oval and installation of new reticulation at Centennial Park. As part of the traineeship, Shanelle provided input to the design and installation

### TRAINEE

Shanelle laying turf at Waroona Town Oval and installing reticulation at the Visitors Centre.



of the new garden beds at both the Library and Visitor Centre.

**Shanelle has learnt an enormous variety of new skills, from cultivating plant cuttings to operating a wide range of horticulture equipment.**

When asked about her experience at the Shire of Waroona, Shanelle said, "I have enjoyed my time at the Shire and have really enjoyed the maintaining of the parks around town. I have found that the work required has been challenging at times, but the support provided by my peers and lecturer has been a great help".

Shanelle said the feedback from the community in regards to the work she has been involved in, has been really encouraging and she would encourage other Waroona youth to take on this opportunity if given the chance.

Shanelle completed the traineeship in September, achieving a Certificate III in Horticulture. The Shire wishes Shanelle all the very best in her future endeavours and welcomes Tremayne Indich as he now embarks on the traineeship.

The positive traineeship initiative by Shire of Waroona will continue in the 2019-20 financial year.

## Quambie Park



Quambie Park in Waroona have been providing residential Aged Care, Independent living units and Home Care services for more than 30 years.

The past couple of years have been exciting times for Quambie Park with the recent completion of nine new modern, two bedroom independent living units, increasing capacity for assisted living in the local area and enabling aging members to stay in the community they know and love.

The addition of a community hub built at the front of the centre will be open to all aged community members providing various activities to promote inclusion and address isolation. The new build was funded through the Federal Government's Building Better Regions Fund and State funding.

### MORE INFORMATION

For further information visit the Waroona Shire website [www.waroona.wa.gov.au](http://www.waroona.wa.gov.au).

## The Shire of Waroona's vision

'We care for our coast, our country and our community. We will build on our foundations to be socially, environmentally and financially sound and sustainable'.





# 89th Waroona Agricultural Show

attracts record  
visitors from far  
and wide

**WORDS & IMAGES** | Waroona Agricultural Society (Inc)

Every year on the last Saturday of the October School Holidays the small country town of Waroona comes alive with one of the biggest one day Agricultural Shows in Australia.



For over 10 months a small committee of volunteers from the Waroona Agricultural Society (Inc) — locals of different backgrounds and skills, work together to create a wonderful showcase of agriculture, craft, produce, machinery, stalls, sideshow alley, horse events and fundraising opportunities for local community groups. The fun filled show day always wraps with the spectacular Bill Wyllie Memorial fireworks display.

This wonderful community driven annual event started in 1925 and although much has changed over the years, at the heart of the day is the local community spirit and agriculture.

**Each year the Waroona Show attracts bigger crowds to enjoy a taste of country life with this year's show delivering record breaking attendance figures of 19,500.**

The Waroona Agricultural Society Committee attribute these figures to understanding what people want to see at a country show and encouraging younger committee members to positively contribute their ideas resulting in such success. Younger committee members are

encouraged to invent new classes for entries in the Halls, provide input into trending features and displays and source entertainment for the day.

The committee also invite younger community minded teenagers to join as stewards, and listen to their views of the day. There are a diverse range of ages on the committee — aged 19 through to 88 years — with all ages equally respected for their input and contribution.

The strength and success of the Waroona Agricultural Show relies strongly on volunteers of which over 300 contribute to the day's success. The two local schools and a volunteer bushfire brigade man the gates, acting as a fundraiser for these groups. The local Lions and Leos Club run the famous Lions Train, animal nursery and local favourite eatery, Jim's Kitchen.

The Yarloop CWA ladies cater for the official luncheon, a good old fashioned Devonshire tea and sandwiches on show day. New to this year's show, a Locals' Lane was introduced in response to a demand for local produce, featuring over 14 local businesses with home and shop fronts setting up pop up stalls.





### STRENGTH IN NUMBERS

The Waroona Agricultural Show relies on over 300 volunteers.

The show aims to involve local businesses and community groups as much as possible. DeRosa's Highway Motors has featured as a trade stall for over 50 years. Many other local businesses have been part of the Waroona Show for many years and the committee truly appreciate their support.

The Waroona Show is the only agricultural show in the Peel, with many people living in the region either driving down or over to Waroona while others catch the Australind train and take the short walk to the showgrounds.

The Recreation Centre carpark has a free Park n Ride bus shuttle service where from drop off, attendees enter gates at the southern end of the showgrounds, instantly enthralled by the free family entertainment area with Westoz Wildlife, Old Macdonalds Farm, Circus Challenge and plenty of natural shade under the trees.

The new Men's Shed is also here near Locals' Lane, with the area specially created this year for families to enjoy as a rest spot either when arriving or before leaving, but most importantly allowing mums and dads a spot to sit while children are entertained at no charge, with the area also having a family friendly toilet.

The Waroona Show sideshow alley offers amazing rides, games and even caters for families with smaller children. This area of the showgrounds provides undercover seating, food and drink vans and many free activities.

The town oval becomes not only a horse arena with horses in action, carriage, six bar jumps competition and breeding horses — it's also a food truck alley with a variety of multicultural and Australian foods, main stage entertainment, shaded tables and chairs, kids free entertainment tent, adventure land (or you can watch a sand sculptor at work before your eyes). This is the best view point for the evening fireworks.

The Memorial Hall showcases local talent with entries of fruit, vegetables, Italian sausages, eggs, preserves, honey, art & craft, cooking, homecrafts, woodwork, flowers and plants which is not exclusive to locals entering.

The Fire station still has the fireies' uniforms hanging and on display — ready just in case but also turns into the Children's Hall and is colourful with everything creative that a child can do.

Another area of the Fire station becomes the Photography gallery. In every spare space there is a market stall, showbag van or food truck all with a variety of goods.

From 10am show goers can sit awhile to admire the skill and strength of the Log Chop participants. There is a large Poultry Shed with water fowl on display with their very own paddling pool while further on is the Stud Cattle section showcasing quiet cattle and friendly miniature breeds. It is here you will find very gentle cattle with owners sleeping by their sides in swags the night before, showing just how loved these cattle are. When the stud cattle judging is over, the grass area turns into a dog trial area where some very clever kelpies will amaze you with their sheep handling skills.

Walk a little further on from this area to see the trade cattle and live cattle auction. There is always a competition to be had here with the 'Guess the Weight of the Steer' which is always one very large or unusual animal.

The Walmsley Pavilion becomes the show's gourmet escape with wine and produce to taste and buy. Be sure to add the Farm Shed and the Lions' Animal Nursery to your show experience. Introduced this year, the Farmshed offers a look at interactive sheep shearing, wool spinning, week old friesian calves, ewe sheep and twin lambs, drone footage of dairy, sheep and hay farming in Waroona, old farm equipment and machinery displays.

There are competitions in the way of banners, showing life in Waroona and an intergenerational display of what one family can produce and create in their extended family from their land and house. You can view an historical display of photos and life as it was on the farm and there are many interactive games for the younger kids and sensory buckets of farm produce with hidden toy farm animals. This area also included an old Massey Ferguson tractor for families to sit on and take unique photos.

The committee endeavour to have entertainment all day on the main stage to entice people to stay longer and enjoy the atmosphere, taste something different from the food trucks, listen to the band and then look to the skies for the fireworks. The Waroona Show is the largest single event in the Shire, and is the single biggest fundraising event in the year for local community organisations.

The Waroona Agricultural Society committee hope you enjoyed this year's show and we hope you will return and bring your friends.

We welcome you to come along to help celebrate and be part of our 90th Show next year.

### MORE INFORMATION

**Next year's 90th Waroona Show will be held on 10 October 2020. For further information visit the Waroona Show website [www.waroonashow.com.au](http://www.waroonashow.com.au)**

## Did you know?

The Waroona Show is the only agricultural show in the Peel region, with over 19,500 people attending in 2019.

**90th Waroona Show**  
will be held on  
10 October 2020.




**PWA**

has a membership of  
eight wineries within  
the Peel.

# *Discovering the history of our region's* **iconic and world class wineries**



**WORDS** | Bernie Worthington, President  
Peel Wine Association

**IMAGES** | Peel Wine Association

The Peel Wine Association (PWA) was established in 2001 as an initiative of the Peel Development Commission to collectively recognise wine producers within the Peel region.

The PWA has been active for 19 years and currently has a membership of eight wineries within the Peel.

Gaining formal recognition initially entailed an exhaustive and stringent formality for the region's producers mapping and profiling the soils, climate, and growers in the Peel. In 2002 the Australian Wine and Brandy Spirit Association granted the Peel Geographical Indications Committee (GIC) Status, a status which has worldwide legal standing.

The objectives of the PWA are to collaborate as an industry group, share knowledge and to collectively market and promote the fine wines of the Peel to consumers.

Members meet regularly and are bound by a code of conduct to ensure the integrity of the wine produced from within the region. Most, but not all, producers and growers within the Peel Wine Area are members of the PWA and by default, members of Wines of Western Australia.

Whilst a tiny Association, in terms of the number of wineries, by most GIC standards, the Peel wine region is unusually vast extending from just south of Rockingham in the north west, to Preston Beach on the south west coast and eastwards to Boddington.

The PWA largely (but not specifically) follows the local Government boundaries of the five Shires within the Peel, but there are some exceptions. Millbrook Winery which is in the Peel local government area is not within the Peel wine region as it had previously been included in the 'Perth Hills' GIC. Similarly, Vineyard 28 and Skipworth Wines are on the southern boundaries of the region but actually located within the 'Geographe' GIC.

Notwithstanding, the PWA generally liaises closely with these wineries



particularly with collaboration and cross promotion activities in addition Associate business members of the PWA.

Whilst most wineries in the Peel are small family owned and operated businesses, as an Association we are proud to have an iconic winery in Peel Estate at Baldivis which produces outstanding, world class Shiraz and internationally renowned Sparkling Verdelho. Coupled with producers such as Drakesbrook Fine Wines near Waroona and Tanglefoot wines at Wandering producing excellent examples of new and emerging alternative varieties, as well as the more well-known grape varieties including Chardonnay and Cabernet Sauvignon. Lake Clifton Wines specializes in fruit wines such as mango and plum. This small yet significant region offers diversity of flavour and heritage to all palates.

#### PEEL WINES

Quality, variety and diversity

Wines from the Peel punch well above their weight. Visitors to the cellars in the region are genuinely amazed by the quality, variety and diversity of fine table wines produced by our region on the southern doorstep of the Perth metropolitan area.

#### There are excellent cellar door facilities with welcoming picnic, concert and function capabilities at Peel Estate and Drakesbrook and a café at Tanglefoot.

Most recently the PWA participated in the development of the *Western Australia Wine Tourism Strategy 2018-21* which aims to drive the alignment of effort across wine regions, operators and agencies through a shared vision:

*The fine wine regions of WA will grow wine sales and exports from increasing international tourist visits by collaborating to cross promote WA fine wine, food and tourism destinations and experiences.*

The PWA is committed to continuing to actively engage in the parent wine peak body (Wines of Western Australia (WoWA)). Continuing to work closely with WoWA in strategy development to undertake projects designed to improve the quality and consistency of our regional wine tourism offerings, and capture synergies within the wine, food and tourism sectors at a local level.

As a united and growing Association, our intention is to showcase a selection of the Peel's finest wines, including classic varieties along with new styles, brands and producers into the future. 

#### MORE INFORMATION

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

#### Members

Current active members within the Peel wine region include:

- **Karnup** – Peel Estate, Peel Ridge, Stakehill Estate
- **Lake Clifton** – Lake Clifton Wines
- **Waroona** – Drakesbrook Fine Wines
- **Wandering** – Tanglefoot Wines, Wandering Brook Estate
- **Dwellingup** – Redgum Wine Estate (formally Newbliss Wines – closed for refurbishment)







Hotham Williams Economic  
Development Alliance launches

# Marradong Country

*tourism initiative*

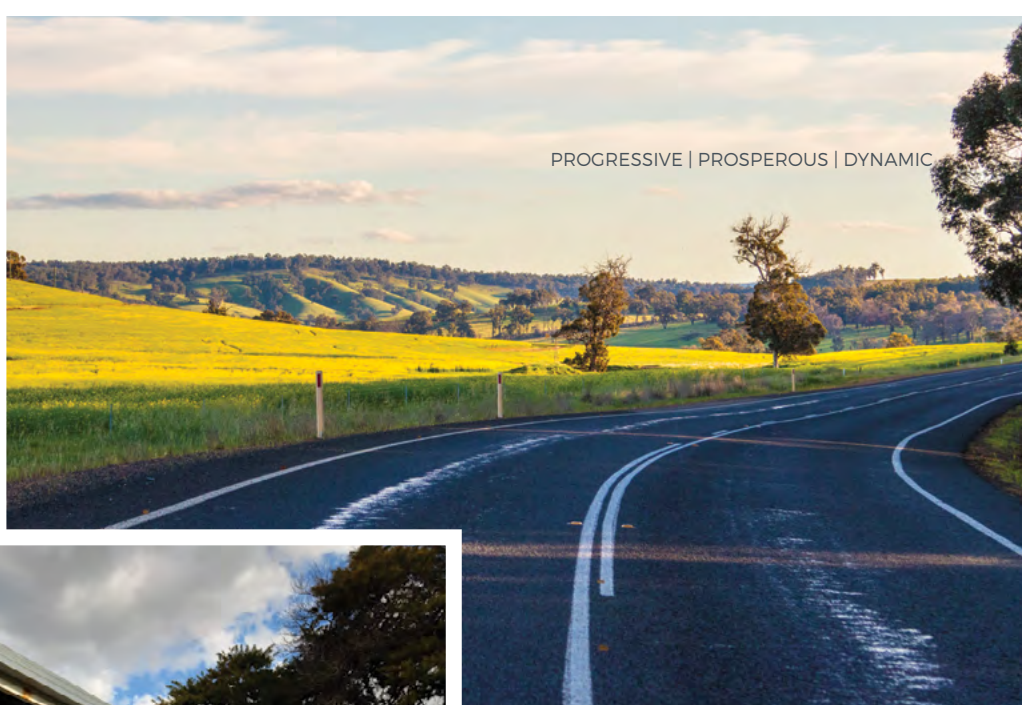
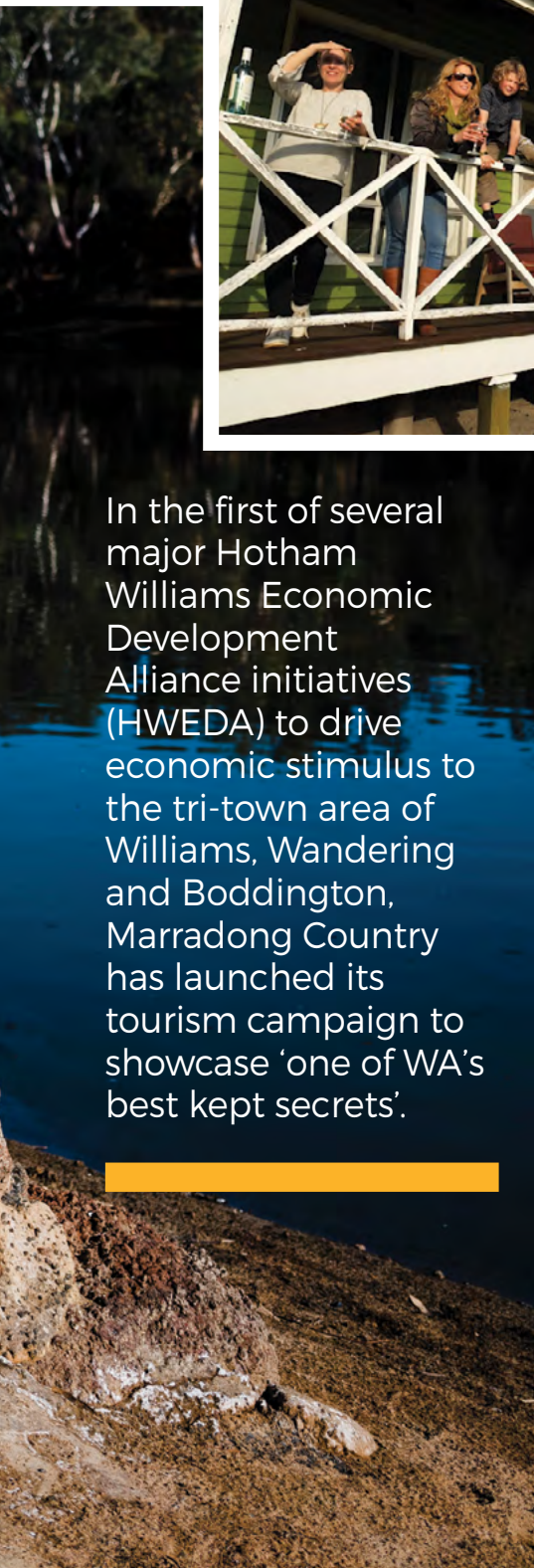
**WORDS & IMAGES** | Shire of  
Boddington and Visit Mandurah and  
Russell Ord Photography

**Marradong  
Country**

on the tourism radar.







PROGRESSIVE | PROSPEROUS | DYNAMIC



In the first of several major Hotham Williams Economic Development Alliance initiatives (HWEDA) to drive economic stimulus to the tri-town area of Williams, Wandering and Boddington, Marradong Country has launched its tourism campaign to showcase 'one of WA's best kept secrets'.

With an **online portal** highlighting regional events, attractions, accommodation and five distinct self-drive trails, Marradong Country invites an audience looking to explore more of their own backyard. As the self-professed 'road trip state,' West Aussies and visitors alike are encouraged to take a detour from the well-worn tourist tracks and discover an authentic hidden gem like Marradong Country.

**The campaign is currently running across several major targeted publications and platforms to drive awareness and put Marradong on the tourism radar.**

As one article cited, "a quick click around the website showcasing what's on offer... including local events, seasonal highlights, must-do activities and five unique self-drive trails, you begin to get a sense of what you never knew you were missing driving along Albany Highway".

Dryandra Village, Springhill's Farmstay and the recently renovated Old Boddington Police Station have all generously contributed to the effort

providing accommodation for a promotional weekend giveaway.

"The challenge was really about awareness," says HWEDA Executive Officer, Philippa Gooding.

"Enveloping both sides of Albany Highway, the region has always had a lot of arterial traffic heading north and south, but we needed to demonstrate that, more than just a pit stop, Marradong Country is a destination in its own right.

With its innate natural beauty, proximity to Perth and vibrant events and arts scene, we knew the region already had all the hallmarks of a great tourism destination but suffered from a lack of awareness amongst the wider public. Majority of people just aren't aware of what's really here.

Working with the community and having the support of major corporate and government bodies including both the Wheatbelt and Peel Development Commissions, South 32, countless local businesses and the three local shires has really galvanised the community in working towards a mutual objective.

We are certainly confident in the region's ability to deliver a fantastic tourism experience for people and we look forward to sharing our beautiful part of the world with more of the state's visitors."

Marradong Country is the first output in a series of initiatives from HWEDA to be rolled out in the future. 🦋

#### **MORE INFORMATION**

**For more information on Marradong Country, the website can be found at [www.marradongtrails.com](http://www.marradongtrails.com).**





# uPtake of Smart Farming



**WORDS & IMAGES** | Rob Summers,  
Department of Primary Industries and  
Regional Development

Growing pastures on the Swan Coastal Plain is challenging because fertiliser nutrients like phosphorus, potassium and sulphur are not held strongly by local soils. Productivity is linked to the health and fertility of the soil and much of this is hidden from view.

More sustainable farming requires a better understanding of how pastures grow with fertilisers and how to measure and manage their performance.

Remarkable improvements in pasture growth have been obtained by applying superphosphate which meets the needs of the essential

elements of phosphorus and sulphur to fuel and assemble the proteins of plants. Without soil testing, it can be difficult to see if phosphorus is limiting production or is in excess.

**Too little nutrient means productivity falls, and too much, costs money and finds its way into waterways where it fuels algal growth.**

Getting the balance right has relied on soil testing and plant tissue testing. Interpreting the results is based on decades of trials compiled from thousands of field measurements which have been developed in an Australia-wide collaboration of soil and plant scientists.

In some cases, the type of pastures grown has changed, and soil test interpretation may need to adapt accordingly. Information from soil tests enables farmers to forecast

and plan their fertiliser applications, but plant responses are not always immediate and techniques that allow more responsive feedback are required to tailor nutrient and pasture management.

Taking field measurements and developing plant nutrient response relationships can be laborious and occurred historically when labour, experienced researchers and funding sources were more plentiful. New technology is needed for researchers and farmers to assess and monitor their production and provide feedback on how pastures are responding to nutrients.

**Ultrasonic technology**  
developed to measure  
pasture growth.

A collaborative partnership has been developed, leveraging State funding through the Regional Estuaries Initiative and Federal Smart Farming funding in a project named uPtake. The collaboration between fertiliser companies, farmers, researchers, catchment groups and government (Department of Primary Industries and Regional



Development and Department of Water and Environmental Regulation) is comparing new techniques to measure plants with tried and tested manual techniques to define how plant growth responds to soil nutrients.

**The uPtake project is an ambitious assessment of 36 pasture trials across six catchments with 19 trials being established in autumn 2019.**

To identify sites and carry out trials on this scale has required partners to coordinate and work together and agree on techniques to test new equipment. Clever new ways of organising trials have had to be developed to be able to compare the plant nutrient responses to previously acquired national datasets.

**Promising new technology**

Measuring pasture growth can be a slow and tedious process. Technology from Victoria that uses the ultrasonic technology — the same as that used in car reversing warning devices — has been developed to measure pastures. The technology can be mounted on a ute or quad bike and driven through a paddock where it measures the height of pasture many times every second. The uPtake project is calibrating this device with traditional measures of pasture growth to validate it's accuracy. The system is robust and would enable farmers to take measurements on the fly as a farmer inspects the paddock or moves livestock.



Drones or UAVs, along with near infrared sensors have become accessible enough to be able to measure pasture volume as well as obtain information about plant health. Again this data needs calibration with manual techniques and the uPtake project is an ideal test bed for this. Technology to enable the sharing of data such as imagery is also being investigated.

Some host farmers have been very excited at the use of this technology and have flown their own drones over the trials and sent back updates to researchers where clear increases in production can be seen. This is giving growers immediate feedback on what factor is driving the plant growth.

Measurements of soil and plant composition requires expensive laboratory testing. Samples tested in this program and in archives from DPIRD's previous testing will be evaluated using portable equipment used in the mining sector. X-ray fluorescence will be used to examine

nutrient levels in soil and plant samples collected in uPtake and in the Regional Estuaries Initiative. The aim is to explore opportunities for more rapid feedback on farm nutrient decision making.

The project will be delivered over four years (2019–22) in the Peel-Harvey, Leschenault, Geographe, Hardy Inlet, Wilson Inlet and Oyster Harbour catchments in partnership with catchment groups and industry partners. The project is jointly funded through the State Government's Regional Estuaries Initiative and the Australian Governments' National Landcare Program with more than \$5.5 million funding to improve the health of waterways and estuaries and help increase farm productivity and profitability.

uPtake aims to build partnerships and capacity in industry, catchment groups and farmers to work together to optimise productivity and minimise nutrient loss off farm. The uPtake project is supported by a Technical Reference Group who will develop and oversee the trials. Members of the Technical Reference Group include research scientists, farmers and representatives from government departments, catchment groups, grazing industry groups and the fertiliser industry.

**MORE INFORMATION**

For more information <https://rei.dwer.wa.gov.au/uptake/>

**TECHNOLOGY**

Drones used to measure pasture volume as well as obtain information about plant health.







# Ways to Nature

**WORDS & IMAGES** | Sarah Way, Ways To Nature

**What inspires you?  
For me, it has  
always been nature:  
observing it,  
experiencing it and  
learning about it.**

This passion for the natural world led me to study zoology and I have worked in wildlife conservation for over twenty years. More recently, I have taken my love and knowledge of Australia's biodiversity and created Ways To Nature, a small eco-tourism business based in Mandurah.

**Ways To Nature's goal is to engage and connect people with Peel's diverse natural heritage, and to foster an understanding and appreciation of the region's flora and fauna.**

We certainly have a lot to be inspired about living in Peel, and I'm dedicated to create a sense of wonder through unique experiences with nature.

## **Walking Ways To Nature**

Beginning operations in July this year, I lead guided nature walks through the wetland reserves of Mandurah's beautiful Peel-Harvey Estuary, providing insights into wetland ecology along with plenty of opportunities for birdwatching and wildlife observations.

The Peel-Harvey estuary is part of the Peel-Yalgorup wetland system, which was recognised as a site of international conservation significance in 1990 under The Convention of Wetlands. One of the first international agreements to conserve and promote sustainable use of natural resources, The Convention of Wetlands was ratified in 1971 in the city of Ramsar,



### **DIVERSE ESTUARINE SYSTEM**

Black-winged  
Stilts, Creery  
Wetland Reserve.







**WALKING TOURS**  
Samphire Cove  
Nature Reserve  
Boardwalk.



**Guided  
nature walks**  
through the wetland  
reserves of the Peel-  
Harvey Estuary.

Iran, and therefore is commonly referred to as the Ramsar Convention. If you have heard the Peel-Yalgorup ecosystem being referred to as a Ramsar site (No. 482, to be exact!), now you know why!

**It is the largest, most diverse estuarine system in south west Australia and attracts over 15,000 waterbirds every year.**

Around 22 species of migratory waders visit the area from October-March every year: it's the end point of an arduous journey of thousands of kilometres along the East Asian-Australian Flyway.

Ways To Nature operates walking tours showcasing this significant ecosystem at Creery Wetland Reserve and Samphire Cove Nature Reserve in the heart of Mandurah, and Len Howard Conservation Park in Erskine. All three reserves have bird hides and wetland boardwalks perfect for observing waders and waterbirds and exploring unique samphire saltmarsh habitats. Ways To Nature gives you the opportunity to become a budding 'birdo', with binoculars and spotting

scopes provided for use during walks. You can even choose to arrive by boat at Creery Wetlands on the weekend with a new Dolphin Shuttle and Wetland Wander package offered in collaboration with Mandurah Cruises.

### Learning Ways To Nature

Recognising there are many 'Ways To Nature' that can connect us with the natural world, I also offer Encounter Ecology school holiday programs and events in Mandurah and at Dwellingup's Forest Discovery Centre in the northern Jarrah forest. Encounter Ecology programs include Homes and Habitats, Animal Superpowers and Night Rambles and are designed to get children outside and away from screens; encouraging them to learn about ecology and enhance their connection with nature.

### Inspiring Ways To Nature

**Have you always assumed zoologists work in zoos...?** Drawing on my experiences living and working in Antarctica and sub-Antarctic Macquarie Island, I have created several presentations to reveal my experiences as a zoologist and to evoke wonder in our natural world. These stories can come to your school, retirement village or community group as I share my adventures and images from working on Australia's threatened albatrosses and surveying Antarctica's seals and penguins. 🐧

### MORE INFORMATION

**Contact Ways To Nature via email:** [hello@waystonature.com.au](mailto:hello@waystonature.com.au) or visit [www.waystonature.com.au](http://www.waystonature.com.au) and **Facebook/ ways2nature**



# Producer in focus: **Halls Family Dairy**

**WORDS** | Andrea Kelly, Peel Development Commission  
**IMAGES** | Halls Family Dairy



The family behind Hall's Family Dairy, is Philip and Suzanne Hall and their son Tavis. They are the current caretakers of a 100 year dairy farming family tradition in Wokalup producing premium quality milk and now an amazing artisan cheese called 'Halls Suzette'.

Suzette is a soft, creamy and rich Pont-l'Évêque style cheese made from the milk of their beautiful French Normande cows.

**Coveted by foodies, Chefs and dairy lovers alike throughout Australia, Suzette has raised eyebrows and ruffled feathers within the small artisan cheese industry.**

Dairy farming all their lives, the Hall's have endured many struggles within the industry including deregulation of their quota system in 1999 and many years of adverse weather seasons. They knew that they had an amazing point of difference with the many unique dairy breeds they had developed over more than 20 years of selective breeding. Philip and Suzanne were looking for ways to secure their business for the next generation.

Halls Family Dairy looked at value added products and decided their Normande cows gave them a



Minister MacTiernan presented Philip and Suzanne Hall with the Buy West Eat Best 2019 Producer of the Year award at the WA Good Food Guide Awards in October at Crown.

**October 2019**  
 WA Good Food Guide  
 2019 Buy West Eat Best  
 producer of the year  
 award winner!





L-R: Suzanne Hall holding grand daughter April Hall, Arthur Hall (behind) and Gayle Hall (Philip's parents), Philip Hall, Sami Meade (Tavis' fiancée) holding Tavis' son, Darcy Hall and son Tavis Hall.

wonderful opportunity to produce very special artisan cheese.

After consulting with WA Food Ambassador Don Hancey about which cheese would suit the market, Halls Suzette was born.

Suzanne says, "by keeping our setup costs and overheads to a minimum we have been able to establish a small profitable separate business using our milk. By making the Normande milk into Suzette cheese we are making over 10 times the return on our milk".

Philip and Suzanne travel weekly to Perth and through the Southwest to deliver their cheese, while Tavis keeps the daily operation at the farm running.

The Hall's all work together, most mornings before getting on the road at about 7am. They know that Paddock to Plate is very important to consumers now and their business is the epitome of this. By delivering their cheese directly to the chef in his kitchen, they get to understand not just the lives of dairy farmers but the love they have for our livestock and their industry.

A recent addition to the growing list of top WA chef's using Hall's Suzette cheese is Peel's own Felicity Evans of Flic's Kitchen.

"It is such an exciting time to be a chef and having the opportunity to work with such passionate small producers like Philip and Suzanne Hall. Their exceptional 'Hall's Suzette', Pont-l'Évêque style cheese has become a staple on our menu and our customers absolutely love it," said Felicity from Flic's Kitchen.

Halls Family Dairy are very proud to have been a State Winner of the delicious Produce Award in 2018 and also received a First Prize and Silver Medal in the Dairy Industry Association of Australia Awards in 2019 in the Washed Rind Cheese category.

#### THE CHEESE

Pont-l'Évêque is a French cheese, originally manufactured in the area around the commune of Pont-l'Évêque.

#### The next step

The next step for Hall's Family Dairy is to continue expanding into new markets with their Suzette cheese. They have just begun supplying a Restaurant in Adelaide and two exclusive cheesemongers in Melbourne with inquiries from chefs in Sydney and Queensland.

They have also developed a traditional cultured butter recipe using the cream that we hand separate from our Normande's milk.

**"Our handmade butter has been extremely well received by chefs and Perth's butter lovers alike, described as "a luscious golden creamy mouthful of heaven".**

Hall's Family Dairy also plan to develop a range of dairy products using the milk from their very special individual dairy breeds, like Golden Guernsey butter and a Scandinavian semi hard cheese using the milk from their Swedish Red cows. 🐄

#### MORE INFORMATION

For more information visit:  
[www.facebook.com/HallsFamilyDairy](https://www.facebook.com/HallsFamilyDairy)







# Discovering what's really in the dirt under your nails?

Raising awareness of microbes within the broader community through the next generation of Peel Bright Minds

**WORDS & IMAGES** | EarthWhile Australia

David Attenborough says that “no one will protect what they don’t care about. No one will care about what they’ve never experienced”.

The vast majority of people have never set eyes on the hardworking bacteria, protozoa, fungi and nematodes that thrive in healthy soil. The concerns raised about degraded soils in the recent UN biodiversity and ecosystem services report shows we have a way to go to protect them.

The dirt under your feet is actually alive with micro-organisms that support life on earth. What we do affects their health and ability to provide for us as humans. EarthWhile Australia explains in easy to understand language the roles microbes have in soil, how we can harness them to enhance our wellbeing and how easy it is to care for

EarthWhile at SJ Food and Farm Fest.

## FACT

The dirt under your feet is actually alive with micro-organisms that support life on earth.

them. The tiny bacteria, long strands of fungi, bumbling protozoa and wiggly nematodes work together to build soil structure, hold moisture, access and store nutrients for plants, and build pest and disease resistance in our gardens.

Raising awareness of microbes and giving people in the wider community the opportunity to experience them through their own eyes using powerful microscopes was a factor in EarthWhile Australia recently being awarded ESTEAM (Entrepreneurship Science Technology Engineering Arts and Math) Champion of the Year by Peel Bright Minds. They were also named as finalists in the Science Communicator of the Year division. Georgina Marsh, Ellen Walker and Bonnie Dunlop are partners in EarthWhile Australia which was established early in 2018. They have trained with experts in the field including Dr Elaine Ingham and Dr Mary Cole.

Ellen Walker said: “We particularly enjoy onsite consultations with individual gardeners and farmers who get to view their own soil and discuss biological methods to organically grow plants.” Georgina Marsh, a

trained teacher, takes the lead in school incursions designing activities that motivate and engage students while meeting the requirements of the curriculum. Bonnie Dunlop is keen to expand her interest in sustainability accounting.

**EarthWhile Australia worked closely with Switch Your Thinking providing seven National Science Week Workshops across participating councils.**

They have shared their knowledge about the role of organisms and the increasing complexity of plant life as it changes from seaside to old-growth forests to help gardeners understand how to strategically use microbes to grow desired plants, reduce costs and minimise harm to the environment.

EarthWhile Australia are based in Byford and work across the metro area, providing presentations, demonstrations, and workshops through school incursions, local groups and community events such as the Waroona Show, Pinjarra Fair and SJ







Top: EarthWhile at the Innovation in Industry Day.

Above: L-R: EarthWhile group Ellen Walker, Bonnie Dunlop and Georgina Marsh.

Food and Farm Fest. They have worked with the John Tonkin College, North Dandalup Primary School, Peel Bright Minds, Community Gardens, individual residents and farmers. Ellen Walker says they love seeing participants express joy at seeing microbes for the first time, chase a squiggly fast-moving nematode, wonder at the enormity of the worlds beneath their feet, and realise they, like EarthWhile Australia, can change things from the ground up. 🌱

#### MORE INFORMATION

**EarthWhile Australia works with members of our community to raise awareness of how healthy soils, healthy food, and healthy people are all interrelated to contribute to a better world. For more information email [info@earthwhileaustralia.com](mailto:info@earthwhileaustralia.com) or visit [www.earthwhileaustralia.com](http://www.earthwhileaustralia.com)**

# MAPTO name change to Visit Mandurah

**WORDS** | Anita Kane, Visit Mandurah

It's great to be writing this article as the acting General Manager for Visit Mandurah (formerly MAPTO).

Yes, we've had a name change to better reflect the main purpose of our organisation. However, the experiences available in the wider Peel continue to play a big part in the Visit Mandurah philosophy and we'll still be promoting all the fantastic things to see and do right across the region.

When thinking about tourism marketing, advertisements, beautiful pictures on Instagram and even billboards are some of the obvious things that spring to mind. Something that isn't quite so obvious, yet equally important, is events.

Part of our role here at Visit Mandurah is to work with event holders and local shires to attract events to our region to help build a strong, thriving tourism industry. Events give people a time-driven reason to visit; that is, they have to come when the event is on instead of just having us on their 'maybe one day I'll get there' list. Events scheduled in off-peak season can also help keep visitor numbers steady all year round, helping sustain the many businesses that rely on the tourist trade.

Participation events, such as the Grapest 5k Run at Drakesbrook, the APES Games in Mandurah and Adventurethon in Dwellingup, attract huge numbers of competitors, support crew and family and friends.

Adventurethon — one of Australia's leading multi-sport off-road challenges — was held in Dwellingup over two days in May and attracted more than 340 competitors and spectators.

Adventurethon has been running events since 2010, however, it was the first time the event had been held in the Peel region with events in Kalbarri each year and Albany previously.

The race included three stages — paddle, trail run and mountain bike course and, as an added bonus for long-course competitors, a high ropes obstacle course at Trees Adventure, Lane Poole Park. It was the first time this fun and unique element has been offered as part of an Adventurethon race.

The Adventurethon Dwellingup is another fantastic example of how a good collaboration across the local shire, Visit Mandurah and Peel Development Commission and the local business community can make an economic impact and generate positive destination publicity.

**Further, unique regional events including City of Mandurah's Wearable Arts Mandurah and Crab Fest generate a strong community sense of pride and engagement.**

From a tourism perspective these events showcase the best of the region and are important in raising the profile of our destination through the media coverage they generate.

The benefits of attracting visitors through events don't end when everyone goes home. Hopefully they've had a fantastic time, seen some beautiful and unique things and fallen a little in love with us. That means they're likely to come back, and tell people they know about us too. 🌱

#### MORE INFORMATION

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





# Equestrian

## *diversity in the Peel*

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

The Peel region has a diverse equine culture and boasts an abundance of equine facilities and events that complement the region's superb natural assets.

Whether you're an equestrian fan or competitor, or perhaps you fancy an occasional day out at the races, and whether you live in the Peel, or are just visiting, there are some fantastic ways to experience the region's equine highlights.

The broad array of equestrian events on offer in the Peel covers racing, polo, camp drafting, jumping, rodeo, carriage driving and horse-riding day camp opportunities. These events range from top level competition to agricultural shows for the whole family to enjoy.

As the premier equine region in Western Australia, the horse industry contributes significantly to the local economy and provides many jobs in the Peel ranging from racing and recreational pursuits, tourism operations, to breeders, vets, farriers etc. It is a thriving industry ingrained within our region's history and culture and imperative to the region's sustainability and prosperity.

Here are just some of the equine events and experiences that epitomise our vibrant equine industry in the Peel – for more Peel horse events throughout the year.

### Pinjarra Trots – Pinjarra Paceway

Harness Racing (Trots) is a form of horse racing in which the horse's race at a specific gait, pulling a two-wheeled cart called a sulky, occupied by a driver.

**Pinjarra Harness Racing Club is a 1,000 metre harness racing track that hosts a range of race meetings and events throughout the year.**

With magnificent views overlooking the track, the Paceway hosts Trots every Monday with the full TAB, Restaurant offering group meal deals and Bar facilities open from 12pm. First race 12:30-1pm start and last race 4:30-5pm finish. Free kids' entertainment provided during school and public holidays. The Paceway Pavilion is also available for private function hire.

With the newly build Race Day Stalls, the \$50,000 Pinjarra Pacing Cup is the premier race day event of the year in March. The Club is looking forward to a huge crowd on-course to enjoy a spectacular day of action packed trots, fun and entertainment for the whole family.

Other notable Paceway events include the Alcoa Family Fun Day has been celebrated in partnership between Alcoa and the Club for 40 years and the 4 YO Classic, a time honoured classic for Western Australia's best 4 Year Old Pacers, and the Don Randall Memorial, celebrating Don Randall as a true friend and supporter of the Pinjarra Harness Club.

**More information:**  
<http://www.pinjarrapaceway.com.au/>





Alcoa  
Christmas  
Family Day  
**8 December**



© Pinjarra Race Club Inc. / Pinjarra Park



© Pinjarra Race Club Inc. / Pinjarra Park

## Magic Millions Ladies Day and Alcoa Christmas Family Day – Pinjarra Park

The historic Pinjarra Race Club was established in 1891 and has a long history of thoroughbred racing at one of Western Australia's most picturesque racecourses.

With the Darling Range Scarp in the background, the shady trees and expansive lawns provide the perfect atmosphere for a great day at the races and completes the idyllic image of country style racing.

The variety of racing events throughout the year ensure there's always something for everyone – like the Magic Millions WA Ladies Day, held in conjunction with the ever popular Fashions on the Field, conducted at Pinjarra Park for the first time in 2016 showcasing the rich prize money on offer for graduates of Magic Millions yearling sales in WA.

With \$400,000 available across two races, the Magic Millions WA 2YO Classic and the Magic Millions WA 3YO Trophy, brings the total day's prize money to around \$750,000 – by far the richest provincial raceday in WA and one of the richest provincial meetings across Australia.

The Christmas Family Day celebrations featuring the Alcoa Grandstand Cup on **8 December** is a fantastic day out for the whole family with live music, free kids entertainment, exciting Thoroughbred racing action, mounting yard previews and tips prior to every race and gazebos for hire on the lawn.

**Further events and information from Pinjarra Park; [www.pinjarrapark.com.au](http://www.pinjarrapark.com.au)**

## Boddington Lion's Club Rodeo

Since its inception in 1976, the Boddington Lion's Club has successfully run the Lions Rodeo annually on the first Saturday in November each year. Recognised as the largest rodeo in Western Australia, the rodeo weekend has something in store for everyone.

**With over 5,000 attendees at the 2018 Boddington Lions Rodeo, the event continues to grow each year, with 2019 shaping up to be the biggest year yet.**

Significant upgrades to the facilities in 2019 see an extension of the grounds and two brand new toilet blocks to keep up with this growing family-friendly event. The Rodeo encompasses a range of events throughout the

day including steer wrestling, camp draft, barrel racing, bull, saddle and bareback bronc riding, and is finished off by the annual Bushman's Ball. Food trucks, live music, stalls and entertainment provide something interesting for everyone throughout the day.

As the Boddington Lions Club is a not for profit organisation, proceeds from the event are invested back into the local community through a range of projects and reinvested into the Rodeo grounds. Most recently this included a generous donation to the Boddington District High School which allowed the school to purchase a set of class laptops for the students.

**For more information;**  
**<https://boddingtonlionsrodeo.com.au/>**





West Coast  
Veterinary  
Hospital

## Shire of Serpentine Jarrahdale Equestrian

The local Serpentine Jarrahdale community have a long-standing history of equine culture. This has led to the establishment of a variety of equine businesses, including local expertise and alternative therapies. The area boasts a range of facilities, including the iconic Byford Trotting Training Complex. The Shire is also ideally located next to the largest thoroughbred hub, anchored by the Lark Hill Complex and positioning the Shire of Serpentine Jarrahdale as host to the fourth largest number of active Thoroughbred horses in the State. Collectively (between both Standardbred and Thoroughbred racing), the Shire is also the largest racing hub in WA.

The Shire of Serpentine Jarrahdale already has a reputation for extensive trail networks that support trail riding and tourism, and local facilities that attract people from the region for events. The Shire has a large number of recreational riders that train and compete in disciplines under Equestrian WA, Pony Club WA, and Polocrosse. There is also a privately established Polo club and numerous riding schools.



## Alcoa International Horse Trials

The Alcoa International Horse Trials is one of WA's premier Fédération Equestre Internationale (F.E.I., the world governing body of equestrian sports) annual events and takes place on the Alcoa farmlands at Fairbridge Village in Pinjarra. It's a well-known and revered event that's a favourite amongst riders and equestrian enthusiasts alike, boasting over 300 entrants in the 2019 event with competitors taking part in cross-country, dressage, and show jumping over two days.

The Organising Committee (a group of riders) recognises and values the contribution of all riders but especially their grass roots and lower level riders as they understand that an event of this scale depends on a diversity of riding levels. So with the backing of some very generous sponsors,

the committee introduced three new classes which were very well supported by the riders:

- Off the Track WA sponsored a specific class for retired racehorses which attracted 40 entries
- Amateur class which was the largest class of the weekend with over 44 entries
- Combined Training 60cm class, which had 30 entries

International Course designer, Ewan Kellett says that the Alcoa farmlands are a phenomenal venue in Australia and we are so lucky to have it – the terrain and the viewing is unlike many other venues in the world.

**For more information email kate.ingham@finance.wa.gov.au or visit [www.equestrian.org.au/events/%20alcoa-international-horse-trials-2017](http://www.equestrian.org.au/events/%20alcoa-international-horse-trials-2017)**



Download the Peel  
Equine Event Calendar  
at [www.peel.wa.gov.au/peel-equine-event-calendar-2019](http://www.peel.wa.gov.au/peel-equine-event-calendar-2019)







# Ribbon of green

**WORDS & IMAGES** | Robyn Fenech,  
Harvey Water

Harvey Water was formed in 1996 as the licensed operators of the South West Irrigation System, supplying water services to irrigators in the Waroona, Harvey and Collie River Irrigation Districts.

Since then, Harvey Water has grown to be an important part of the Peel and South West economies, providing a unique gravity-fed irrigation service to 720 irrigators across the irrigated area, as well as providing water to mineral extraction and processing industries, food processors, local parks and gardens, sporting clubs, hobby farmers and for fire fighting.

The Cooperative strives for an industry leadership approach to water use efficiency, innovative piping projects and ongoing asset development. This has allowed Harvey Water to optimise water delivery services that facilitate growth in the agricultural sector, and to diversify its customer base to over 1,000 agricultural, industry and community customers. With a capacity to provide large volumes of

non-potable water, Harvey Water has secured contracts to service some of the South West's largest industrial and mining operations.

Harvey Water is licensed to draw 137 gigalitres of non-potable water annually, through a licensing agreement with the Department of Water and Environmental Regulation, from five dams — Waroona, Drakesbrook, Logue Brook, Harvey and Wellington. Water is delivered via a channel and pipe network in the Waroona, Harvey and Collie River irrigation areas.

**The majority of water is used to irrigate beef and dairy pasture, with other significant uses being fodder crops, citrus orchards, horticulture and grapes.**

Other uses, totalling only 4% of licenced allocation, included mineral processing, construction, hobby farming, fire fighting and sporting facilities.

The Cooperative recently opened new administration and customer service premises in the Harvey Light Industrial Area. The building is named 'Eckersley House' after Walter Roland (Roy) Eckersley, who was the Public Works Department surveyor responsible




## Harvey Water

Harvey Water is a self-funded cooperative which delivers non-potable water to its members and a broad customer base, located 100km south of Perth, in Western Australia.

The South West Irrigation District at a glance:

- Footprint **112,000ha**
- Total area of farms within the District **34,369ha**
- Irrigated land **6,224ha**
- Lined channel **85km**
- Unlined channel **171km**
- Pipeline **521 kilometres**
- Supply points **1,702**
- Customers **1,099**

for surveying suitable dam sites on rivers between Serpentine and Collie from 1911.

Roy identified the locations of the Wellington Dam, Harvey Weir, Stirling Dam and Logue Brook Dam and surveyed the course of the irrigation channels for the original Harvey Irrigation Scheme. 

### MORE INFORMATION

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

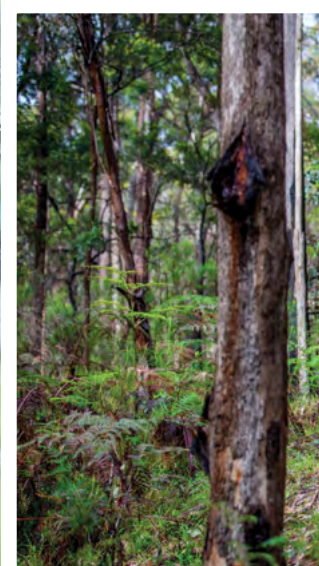




# PEEL

## The world's biggest name in offroad triathlon – Australian Championships to be held in Dwellingup WA

**XTRERA Dwellingup**





XTERRA is booming in the Asia-Pacific region, and highlighting this growth is its Dwellingup debut – scheduled for 23 November, 2019. This premier event will take place in the picturesque Western Australian town of Dwellingup, just an hours drive south of Perth.

The inaugural XTERRA Dwellingup event will see participants swim, mountain bike and run around the breathtaking bushlands of Lane Poole Reserve.

XTERRA Dwellingup will feature two different distance races (Sprint and XTERRA distance) as well as three different trail run distances (5km, 10km, 21km) appealing to a wide range of ages and abilities. The Sprint, a popular distance for the weekend warrior to those in the XTERRA distance that are seeking to qualify for the XTERRA World Championship, to be held in Maui, Hawaii in 2020.

Triathlon team options are also available as part of the two-day festival.

The XTERRA team are keen to not only crown the next National Champion, but also to hand out the only Australian qualifying tickets for any athletes looking to compete at the XTERRA World Champs in Maui in 2020.

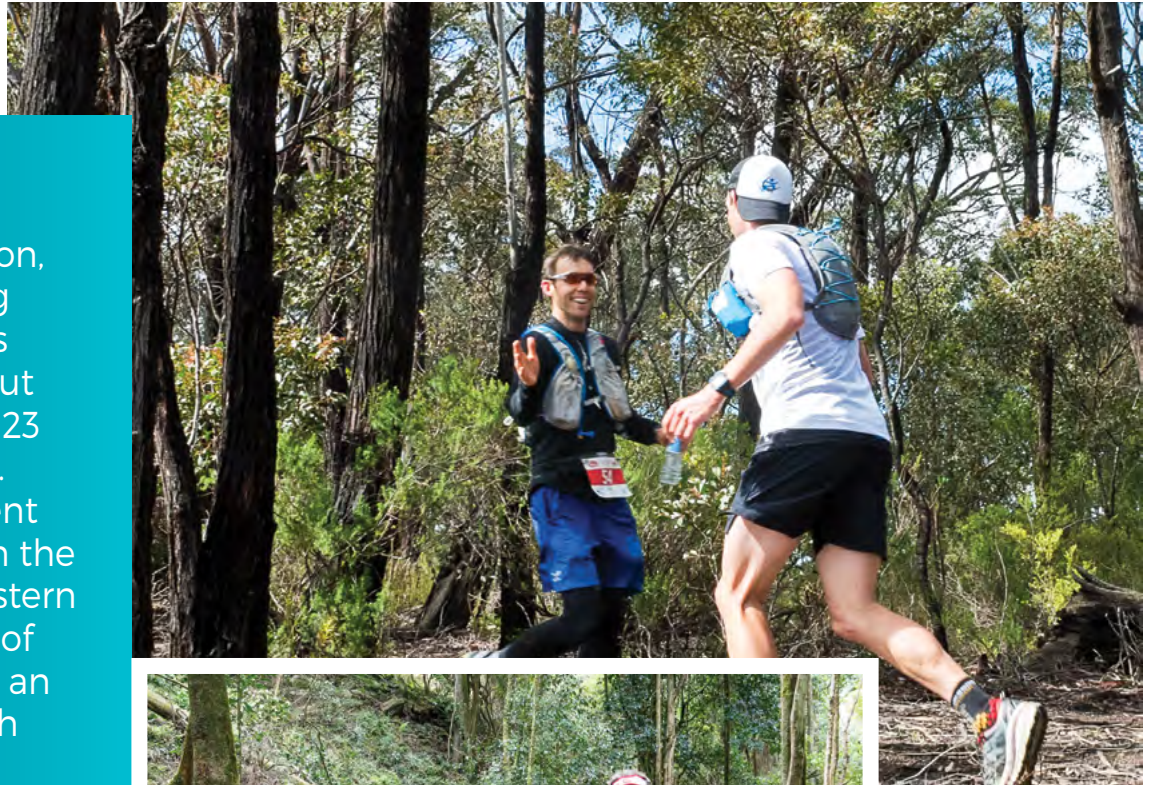
XTERRA Dwellingup is supported by local funding partners Mandurah and Peel Tourism Organisation, Royalties for Regions, Shire of Murray and City of Mandurah. The agreement with Elite Energy Events is a three-year arrangement that will see participants and spectators alike flock to the region for this exciting, globally branded adventure event. It is expected that the Western Australian communities of Dwellingup, Mandurah and surrounding areas will derive economic benefit from Event Tourism dollars of an estimated \$924,336 direct spend annually.

**Discover nature's paradise in WA this November and make a holiday of it with the family exploring all the area has to offer from activities such as Trees Adventures and skydiving to Hotham Valley Railway and dolphin cruises.**

XTERRA Dwellingup will be held on 23 November 2019 at Lane Poole Reserve. The event includes a series of off road triathlon distances to suit all abilities from the beginner to professional athlete that follow the worldwide tour.

#### MORE INFORMATION

**For more information and to register for the event visit <https://xterraaustralia.com/dwellingup/>**



**XTERRA  
Dwellingup**  
23 November 2019  
Lane Poole Reserve







# Staff profile **Q&A**

**WORDS** | Therese Ejsak, Peel Development Commission

**IMAGES** | Peel Development Commission

**Every workplace has a team of staff working tirelessly to bring projects, strategies and outcomes to life. In this issue, the Commission welcomes a new team member.**

Introducing Therese Ejsak,  
Local Content Adviser



**Q What drew you to the role of Local Content Adviser?**

The role of the Local Content Adviser at the Peel Development Commission focuses on raising awareness, promotion and supporting the implementation of the *Western*

*Australian Jobs Act 2017*. The role provides advice to local businesses and State Government agencies with a key objective being to increase the number of Government contracts awarded to Peel businesses.

The role engages with lead contractors to promote the employment of local people in projects.

The Local Content Advisor role is there to build capacity and capability within local businesses and is a conduit connecting local suppliers and job seekers to relevant government agencies, industry, businesses, Aboriginal corporations and training stakeholders.

**Q What do you love about your region?**

The Peel region is renowned for its diverse landscapes and unique natural features. The magnificent waterways are breathtaking and complement the beautiful coastal areas. There is such an abundance of activities in the region that can be undertaken by not only the residents but also tourists.

There are many thriving industries offering employment and investment opportunities and the Peel is a key hub for agriculture and food innovation in Western Australia.

**Q Tell us something about yourself;**

I have been lucky in that I have had quite a varied career. I have worked in the banking industry and in accounts administration in a number of businesses. I then became a teacher working for the Department of Education teaching across quite a few faculties including English, History and Legal Studies, and also was Head Teacher of Secondary Studies focusing on student welfare.

At TAFE NSW I have taught Business Law, Commerce and Communications. I spent a number of years as a Careers Adviser counselling students and providing information on career choices and further study opportunities.

More recently I undertook the role of Business Services Manager at the Peel Development Commission, and for the past two years I have been the Business Services Manager at Hurlstone Agricultural High School.

In my new role as Local Content Adviser for the Peel region, I look forward to working with a wide range of stakeholders and maximising the participation of regional businesses in regional contracting opportunities.



## Seasons greetings

Please note the office of the Peel Development Commission will be closed **23 December 2019**, reopening **3 January 2020**.



# Board Q&A

**Alan Cransberg**

**WORDS** | Alan Cransberg

**IMAGES** | Peel Development Commission



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

I was brought up in Bunbury and left to go to Uni after high school. When I completed my engineering degree, I stayed in Perth for a few years then had the opportunity to start a bauxite mine at a place called Willowdale out the back of Waroona. I lived in Waroona and then Mandurah for four years in the mid 80s before moving back to Perth. I then had three more years in Mandurah from 1998 to 2000 before an eight year stint in the USA (ending up with three years in New York). I moved back to Mandurah in 2008 and still live in the house we bought back in 1998.

**Q What was your most memorable board or corporate moment? Why?**

Two come to mind. The first corporate moment was the work we did with a team in Texas to turn a Refinery operation around. The team there worked with me as the Plant manager to take an operation that had lost \$50M the previous year to a profitable operation. Taught me a lot about the power of a team and getting everyone on board even though we had to make a lot of tough decisions. The other one was being part of the team that got West Coast Eagles (I was Chairman at the time) to a Grand Final appearance in 2015. We lost and

I remember very well the pride in our organisation to get the team there but the feeling it was not enough just to get there — we had to win it and we did not achieve that. We learned and reloaded.

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

Main lesson is about the fact that a team delivers the results and you have to have a good team around you. Also learned that good teams must have good leaders to help engage, prioritise, coach and celebrate. I think there are a lot of analogies between sport and the corporate world and playing a lot of sport has helped me develop as a corporate leader.

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


We will continue to grow and be a vital identity in our own right while also being a key population centre close to Perth. I do not shy away from the latter as it is our reality but will never use it as an excuse not to create our own identity and be a place where people want to work and play. The biggest challenge for us is to maintain the amenity of this beautiful region while finding the right way to grow economic sustainability in a socially and environmentally responsible way. The other challenge we have is to create better sustainable employment

opportunities for our region — our economic base needs broadening.

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

I love the diversity of the region. Firstly the beaches and the rivers/estuary and canals are wonderful recreation places. I like the casual nature of the region — it is a place where people are naturally friendly and engaging. I also love the experiences that the forests can bring and places like Jarrahdale and Dwellingup are growing in their popularity and ability for people to get out and mix with the environment that we are lucky enough to have in our region.

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

In my spare time, I love to travel. Ever since taking a year off work in my late 20's to backpack around the world, I have loved experiencing different cultures and meeting people who are different to us. Other than that, I love being with my family, snow skiing, boating and playing bridge. I am also on four not-for-profit boards to put something back into the community and enjoy that. And, I am a sports nut who will watch most high level sports with a special love for football and basketball. 



# Peel Business Park is powering agri-innovation

**Agriculture, technology and business meet at Peel Business Park in Nambeelup, the first phase of the Transform Peel Initiative to foster agri-innovation and ancillary industries in WA.**

The Government-supported Peel Business Park caters for agribusinesses, light and general industry, transport and logistics, as well as commercial, retail training, and R&D facilities.

The business park features an innovation hub facilitated and developed by the Shire of Murray with negotiations currently underway with Murdoch University, Fund Singapore and Manuka Life as foundation tenants.

Strategically located close to major ports, roads and airports, the state-of-the-art business park is primed for national and international connection, creating prosperous economic opportunity and increased State exports.

Connecting businesses to the world with ease via road, sea and air.

## A story of growth

While creating greater opportunity for the Peel region with an estimated 33,000 new jobs by 2050, Peel Business Park will also enable business growth for a diverse mix of organisations, from local businesses looking to increase their footprint, to global companies and innovative start-ups.

Supporting regional growth and creating local job opportunities.

Unlike some other industrial developments, Peel Business Park is unconstrained by surrounding land use – meaning that your business will have ample room to expand as it grows.

## Going off the grid

Western Australia's new development agency, DevelopmentWA – formed through the merger of LandCorp and the Metropolitan Redevelopment Authority

has appointed Enwave Consortium to power the business park with one of Australia's largest Renewable Energy Industrial Microgrids.

It will draw directly from a 1MW solar array that feeds into a 2MWh battery storage system. That means it will help reduce power usage costs by around 30 per cent off regulated bundled energy tariffs as well as a secure, sustainable and reliable power supply for park businesses.

Innovative microgrid generating large savings for businesses.

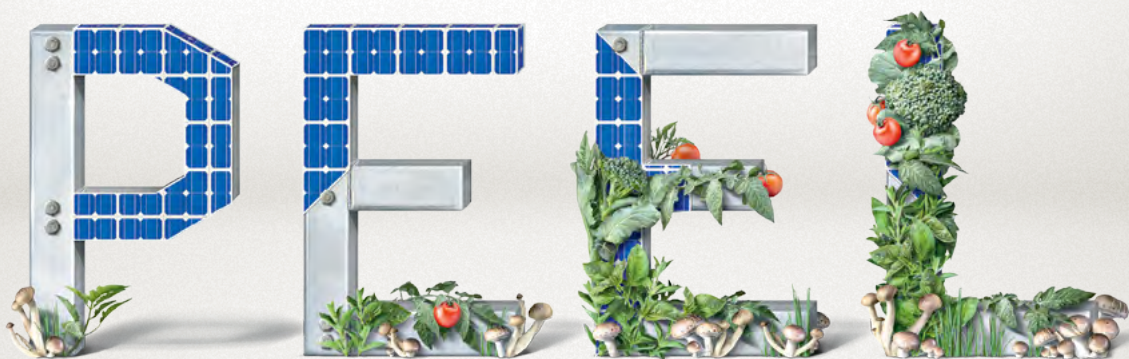
## Join the future of agribusiness

The Stage 1 release sold fast, with only three lots remaining. Now is the time to register your interest for fully-serviced, flexible lot options in Stage 2.

To find out more, visit [developmentwa.com.au/pbp](https://developmentwa.com.au/pbp)



Department of  
Primary Industries and  
Regional Development



## WA's new home of agri-innovation and industry.

Discover the investment opportunity of a lifetime for agribusiness and ancillary industries in WA.

Secure your place in the estate powered by Australia's largest Renewable Energy Industrial

Microgrid by registering your interest in Stage 2 today.

Phil Melville (Agribusiness) 0488 203 088  
Jarrad Grierson (Industrial) 0413 242 240  
[developmentwa.com.au/pbp](https://developmentwa.com.au/pbp)

Supported by the State  
Government's Royalties  
for Regions program.

