



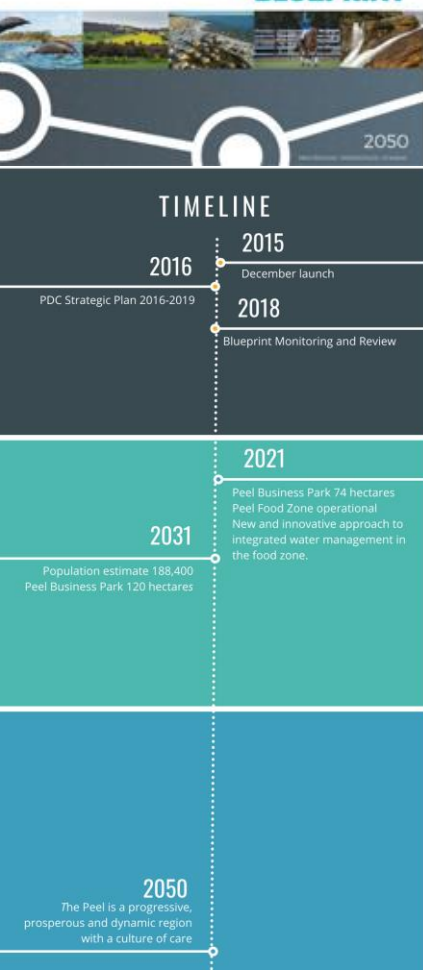
SCORECARD: July 2020

PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC



From the CEO



Developing Peel's industries and businesses to be diverse and globally competitive is a cornerstone of our vision for Peel as a progressive, prosperous and dynamic region with a culture of care. Industry diversity and access to global markets will significantly contribute to a strong local economy that not only creates jobs and raises living standards but provides the resilience required to survive and recover from unexpected events and economic downturns.

The Peel region was not spared impact from the COVID-19 pandemic and while this is a pertinent and an all too real reminder of the importance of building a strong local economy, it also provided new and immediate context for some of the region's growth projects and initiatives.

Collaboration is a theme we rely on greatly in the work we do in progressing our vision of Peel. Connecting communities and industry to create jobs and support initiatives that will build a stronger, brighter and more prosperous future for the Peel cannot happen without the cooperation of all levels of government, industry and the community.

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

Andrew Ward

Chief Executive Officer

RELATIONSHIP BETWEEN OUR VISION, THEMES AND FOCUS AREAS



THRIVING INDUSTRY

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



AGRICULTURE & FOOD INNOVATION

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



TOURISM EXCELLENCE

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



CAPABLE PEOPLE

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



STRONG & RESILIENT COMMUNITIES

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

Summary Indicators



135 of the 213 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 52 are implemented



2019 Peel GRP totaled \$8,013m (\$7,280m in 2018)



2019 Manufacturing was the region's largest output generating sector, supporting an estimated annual output of \$4.098b



2019 Agriculture, forestry & fishing generated an estimated annual output of \$520.68m



2019 Arts & recreational services generated an estimated annual output of \$156.87m



2019 Visitor average length of stay – Intrastate 2.6 nights, Interstate 5.4 nights, International 15.8 nights. Number of daytrip visitors reached its highest number to date of 3.1m.



June 2019 Peel Population of 142,960 (139,890 June 2018)



March 2020 Peel Unemployment rate of 6% (4,076 people) (6% (3,949 people) March 2019)

WISE USE OF OUR ENVIRONMENT



Environment

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

Key Regional References

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

Regional partners have:

- Continued to deliver State Government funded projects and industry partnerships to improve water quality of the rivers and the Peel-Harvey estuary including the Regional Estuaries Initiative, Peel-Harvey Estuary Grants, employment of a Science Advisor, restoration works of the Serpentine River and supporting NRM Offices to enable improvement of the health of the Hotham-Williams Rivers and Tributaries.
- Delivered projects to protect or improve the biodiversity of the Peel-Harvey Catchment or ecological character of the Ramsar Site.
- Met all outputs and milestones of the National Landcare Program / Regional Land Partnership Projects designed to protect or improve the trajectory of Threatened Ecological Communities and Threatened Species, restore the ecological character of the Peel-Yalgorup Ramsar Site and / or increase productivity of the land for agriculture
- Developed a business case of the Peel Waterways Institute (Stage 1 – Water Research Infrastructure) seeking to provide research and community engagement infrastructure and equipment to complement the PHCC's programs and to facilitate further scientific research and monitoring activities in the region.
- Completed an Australian Research Council Linkage Project – Balancing estuarine and societal health in a changing environment, focussed on assessing the ecological health of the Peel-Harvey estuary and providing a framework for an estuary response model.

During 2020-21 regional partners will:

- Review and update the Science Strategy for the Peel-Harvey Estuary and catchment.
- Advocate for the establishment of the Peel Waterways Institute.
- Facilitate the development of an economic case for environmental tourism in the Peel-Yalgorup Ramsar Site.

1.0 THRIVING INDUSTRY



OUR GOAL TO 2050

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

OBJECTIVES

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

A network of regional stakeholders have:

- Delivered \$618,960 of Regional Economic Development Round 2 grants across the region to drive economic growth in the food and beverage manufacturing, tourism and agricultural industries.
- Developed a business case for the development of Murrayfield Airport proposing upgrading of aeronautical infrastructure and the building of a new pilot training academy.
- Commenced lease negotiations with enterprises to occupy the East Keralup land holding and developed a successful business case that attracted \$600,000 investment for activation infrastructure for the site.
- Investment into the equine industry including a second turn at Pinjarra Raceway, 150 new stalls at Pinjarra Paceway and major upgrade of horse pool at Byford Trotting Complex. Furthered development with Pinjarra Raceway and Paceway expansion business cases, industry comparative analysis and land use planning investigations. Promoted the broad range of equine codes and competitions with the 2019 Peel Equine Calendar.
- Commenced construction of the Rural Bushfire Centre of Excellence in the Peel Business Park.
- Commenced construction of a \$15m Western Power depot in Pinjarra Industrial Estate.
- Commenced planning for the Byford Metronet extension (\$485m).
- Completed trunk power infrastructure, bulk earthworks and State 1 subdivisions for the Peel Business Park as well as the appointment of Enwave Consortium to deliver the renewable energy industrial microgrid.
- Delivered Sub Regional Economic Opportunity Analysis reports for the Shires of Waroona and Boddington.

In 2020-21, in collaboration with our network of stakeholders we will:

- Investigate solutions for a road train breakdown and assembly facility in Waroona.
- Expected construction of a the Byford Solar and Battery Farm and Waroona Solar Farm.

2.0 AGRICULTURE AND FOOD INNOVATION



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional networks have:

- Progressed planning for the Peel Agri-Innovation Precinct within the Peel Business Park and secured \$2.5M innovation grants program.
- Completed a feasibility study and developed a concept for Seasonal Workers Housing in Waroona.
- Established the Peel Growers Hub designed to connect agriculture and food producers in the region with leading research and innovations.
- Completed the Peel Agri-Food Study and Peel Integrated Water Initiative report as part of the Transform Peel initiative. Both reports provide region specific information to guide sustainable development and investment within Peel.
- Completed the Australian Research Council Linkage Project (LP150100451) Balancing estuarine and societal health in a changing environment, focussed on assessing the ecological health of the Peel-Harvey estuary and providing a framework for an estuary response model to forecast the impact of future land uses and climate change on the condition of the estuary.

Regional networks during 2020-21 will:

- Deliver the Peel Food and Beverage Capability Guide in partnership with DPIRD.
- Establish a water demand and supply strategy for the Pinjarra, Waroona and Harvey districts.
- Deliver a Concept Brief to attract funding for additional high priority water resource investigations and to consider strategic wastewater recycling opportunities with industry.

3.0 TOURISM EXCELLENCE



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional partners have:

- Delivered a range of tourism infrastructure including the Dwellingup Skate and Pump Park, Hotham Park Foreshore redevelopment, Murray Square and Foreshore redevelopment, mountain bike trails and visitor centre upgrades.
- Launched five Marradong Country Self Drive Trails.
- Commenced tourism activation strategies for Harvest Highway, Creery Wetlands and Edenvale Heritage Precinct.
- Hosted a tourism recovery forum in Serpentine Jarrahdale in conjunction with Tourism WA and Destination Perth.
- Commenced infrastructure for the Mandurah Foreshore Redevelopment.
- Secured regional events including Grapefest, Xterra Dwellingup, DanceSport WA Open Championship, Australian Police Golf Championships, Hustle - Urban Adventure Challenge.
- Produced a Peel Regional Trails Business Case, Dwellingup Trails Business Case, Serpentine Jarrahdale Trails Business Case, Yalgorup National Park Masterplan, Peel-Harvey Trails Pre-Feasibility Study and established the Peel Trails Committee.
- Represented the region at Domestic and International trade shows including Australian Tourism Exchange where over 90 meetings held with domestic and international buyers.

Regional partners in 2020-21 will:

- Continue to collaborate to secure funding for cross regional trails.
- Facilitate investment for priority tourism projects including the Drakesbrook Weir Tourism, Pinjarra Short Term Accommodation, Trails development, Jarrahdale Trails Hub, and Yalgorup National Park.

4.0 CAPABLE PEOPLE



OUR GOAL TO 2050

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

OBJECTIVES

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

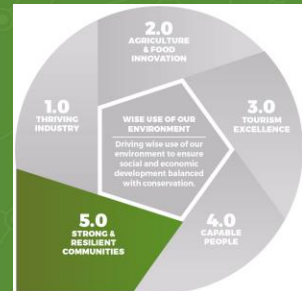
Regional stakeholders have achieved the following outcomes:

- Hosted an investment seminar in partnership with Economic Development Australia to build business understanding of private funding and investment options.
- Participated in the State Government's engagement with the Centre for International Development at Harvard University to investigate economic complexity for WA and its regions.
- Participated in two national Cooperative Research Centre (CRC) programs – TIME and Future Food Systems
- Continued provision of a space for the community & businesses to operate, collaborate and co-create through Make Place in Mandurah, The Courthouse in Pinjarra and establishment of the Byford Innovation Centre.
- Hosted the Peel CCI Business Excellence Awards celebrating the achievements of local businesses.
- Peel Bright Minds continued to engage the community in a variety of STEM based activities, shifting its business model to suit COVID-19 restrictions through podcasting and development of industry tour videos.
- Held a range of events to build the capacity of local businesses to engage in government procurement including tender writing workshops, Aboriginal business development workshops and one on one assistance.

During 2020-21 stakeholders will:

- Implement the Plus Eight Entrepreneurial Academy Program for entrepreneurs and start-ups.
- Commence construction of the \$9.17m Mandurah Hospitality and Tourism Centre and \$10m Pinjarra High School Arts and Sports Centre.
- Advocate for funding for an Aboriginal Rangers Program to be established in our region to build capacity, technical skills and employment opportunities in land and waterways management.
- Develop a Human Capital report for Peel, creating discussion points with industry and community.

5.0 STRONG AND RESILIENT COMMUNITIES



OUR GOAL TO 2050

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

OBJECTIVES

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

Regional communities have:

- Worked with the community sector to develop a Mandurah Homelessness and Street Present strategy with a focus on accessible accommodation, effective support systems, ensuring safety and security and creating meaningful systemic change.
- Evaluated Australian Early Development Census Data and established strategies for key areas showing a decline in school readiness of children.
- Attracted a \$74m aged care and independent living complex to Byford (as advised by Shire of SJ)
- Commenced construction of a therapeutic refuge to provide targeted support for families experiencing family and domestic violence.
- Developed Local Health Plans in alignment with the *WA Public Health Act 2016* to enhance the health. Wellbeing and safety of all residents.
- Convened the Peel Health and Wellbeing Taskforce and developed and implemented concept proposals for two priority areas identified by the group – coordinated care models for mental health and aged care.
- Commenced a pilot of care coordinator roles at the Peel Health Hub to provide advanced access for clients to reduce distress, maintain engagement, prevent deterioration, improve mental health outcomes and link to appropriate social and clinical care services.

During 2020-21 we will collaborate with regional communities to:

- Determine feasibility for the establishment of a Health Hub in conjunction with the Byford Metronet project.
- Undertake Peel Away the Mask 3 providing a comprehensive analysis of the social condition of the region.



Peel Development Commission

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

Phone: (08) 9535 4140

Fax: (08) 9535 2119

Email: blueprint@peel.wa.gov.au

www.peel.wa.gov.au